

The National
CLEANER & DYER
DECEMBER, 1950



HUMAN FACTOR GUARANTEES SUCCESS Page 96
LARGE CANADIAN PLANT CHANGES TO SMALL UNITS Page 38
ORIGINALITY GETS FULL VALUE OF PROMOTION BUDGET Page 54
SIDELINE PROFITS IN CLEANING CHRISTMAS TOYS Page 60

ABOVE: Facet point of 1949 Christmas window at Paul F. Kern Cleaning Co., Fort Madison, Iowa, was cutted enlarged photo of owner's grandson saying his prayers. See page 24.



Here's a practical way to reduce your solvent recovery costs

YOU CAN USE your solvent over and over again with minimum waste or loss . . . cutting your solvent costs to the bone . . . when you filter with Hyflo*, the original high-speed filter powder.

Hyflo's high filtering effectiveness is due to its tiny particles—of just the right fineness—that build up an open, porous cake on the filter screen. This Hyflo cake is fine enough to trap out *all* dirt, lint, and other insoluble impurities . . . yet is sufficiently porous to prevent clogging. The sparkling clear solvent flows through freely and at high speed.

The result is that your solvent stays clean longer, requires distilling less often. This not only reduces your solvent recovery costs,

but gives you faster cleaning . . . faster rinsing . . . a reduction in odor troubles . . . more thorough, and more economical cleaning all along the line.

Ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will tell you all about Hyflo . . . how to use it correctly . . . and help you get the most out of your filter system. Johns-Manville, Box 290, New York 16, N. Y.



*Reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the original high speed Filter Powder



SYNTHETIC "SOAPLESS" SOAP

For Wet Cleaning—Spotting—Furniture
Cleaning—Sweaters—Fugitive Colors

Case (4x1 Gal.) . . . \$2.60 Per Gal.
One Gallon \$2.85 Per Gal.



HELP FOR HOLIDAY HAZARDS

Holiday wining and holiday dining . . .
Add up to SPOTS on holiday finery!

Be prepared for the spotty season—with

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition

By Allen O. Fligor
and Paul C. Trimble

Eggnog on Grandpa's vest?
Cranberries on Junior's Sunday suit?
Dry Martini on Uncle Ted's tuxedo?
Ginger ale on Grandma's satin?
Soiled hem on Mommy's formal?
Lipstick on Daddy's lapel?

Whatever your customers drip, dribble or drop—
beer or champagne . . . baked beans or caviar . . .
The Spotting Manual tells how to repair the damage!

Clear, practical instructions for safe removal of
these and over 170 other specific spots and stains—
even on the fine and delicate fabrics of formal
holiday clothes. With a complete guide to fabric
and stain identification, spotting methods, equipment
and supplies.

**Happier holidays for all—
customers, spotters, plantowner—
with the help of
The Spotting Manual!**

**Price
Only
\$5.00**

The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Name _____

Firm _____

Address _____

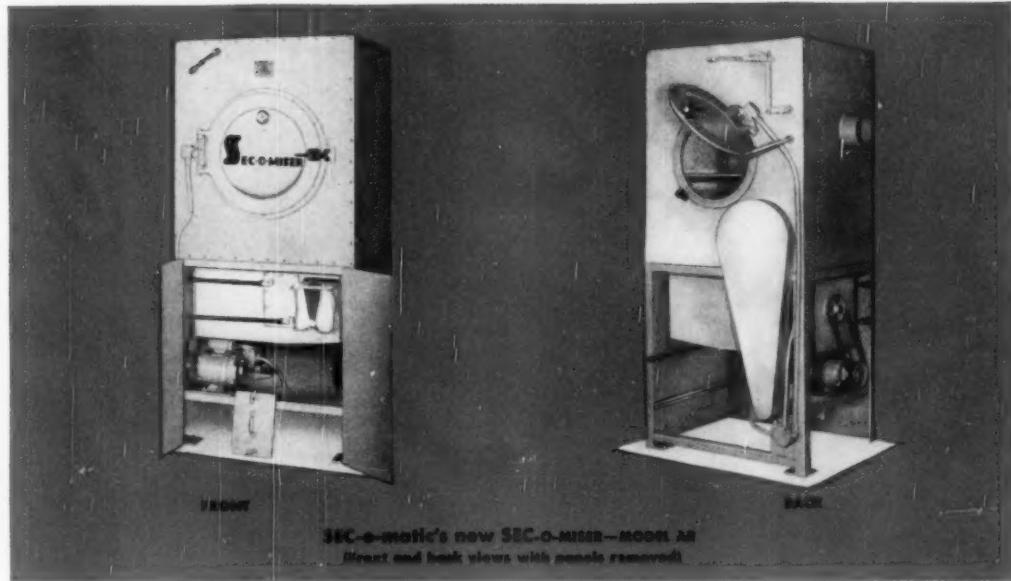
City _____

CHECK

MONEY ORDER

State _____

YOU CAN CUT YOUR CLEANING COSTS 3 WAYS WITH A SEC-O-MISER



SEC-o-matic's new SEC-O-MISER—MODEL AH
Front and back views with panels removed.

This new SEC-o-matic separate complete solvent-recovery unit helps you—cut solvent costs in half, often to less than 1¢ per pound—speed up production—reduce operating costs

CHECK THESE ADVANTAGES

- A separate solvent-recovery unit—completely enclosed
- Can be used with your present cold synthetic cleaning unit.
- Required floor area only 3 feet square
- Uses perchlorethylene
- Capacity up to 90 lbs. per hour
- Recovery cycle only 8 minutes
- Direct reading temperature indicator
- Loads and unloads front or back—or both. The only unit that does this.
- Coils, fans and baffles adjusted for unusually high solvent recovery
- Simple operation
- Positive automatic safety controls

Here's the machine everyone has been asking for—one that will turn your present solvent cleaning unit into a hot-recovery system. Better yet, it saves you money and helps increase your output—and this means profits—profits that can quickly pay for your SEC-O-MISER while you use it.

DO YOU KNOW ABOUT THESE OTHER PROFIT MAKING SEC-O-MATIC CLEANING UNITS?

Model AH—Cold cleaning • Synthetic solvents • Automatic controls • Hanging deodorizing • High speed extraction • Can be converted to solvent recovery unit at any time • 90 lbs. per hour.

Model AHR—Complete cold cleaning-hot recovery perchlorethylene unit in one cabinet. High speed extraction • 90 lbs. per hour.

Model AG—Cold cleaning • Synthetic solvents • Tumbler deodorizing • High speed extraction • 90 lbs. per hour.



Write for full information today. It costs you nothing and can save you much.

SEC CLEANING SYSTEMS

65 LA FRANCE AVE., BLOOMFIELD, N. J.

National CLEANER and DYER



VOL. 41

DECEMBER, 1950

NO. 12

THE MODELS at the recent Ontario "style show" in Toronto were a handsome lot, and the male part of the audience was duly appreciative. However, the wolf whistles gradually subsided when at the end of the show a couple of gymnasium mats were spread out before the runway and the same girls stepped out in gym suits.

With a trio of instructors as "attackers" the lovelies then proceeded to demonstrate how jiu-jitsu is performed by poor defenseless working girls. Careful as the girls tried to be, those instructors took a terrific beating!

If any of you girls are having trouble with the finishing foreman, you might give it a try!

PENNSYLVANIA secretary Cecelia Scholl (Jane Thomas that was) tells us of a letter received by convention chairman Marshall Sneyd, to quote: "My husband leaned against the sink and took the color out of his trousers. We took them to a local cleaner to be dyed and he ruined them. Will you please report this on the convention floor and see that we are reimbursed for the cost of the trousers. Sincerely."

DR. PAULINE BEERY MACK and her Pennsylvanians have been investigating drycleaning by supersonics (high-frequency sound waves). Among letters received as the result of a news release was one, perfectly serious, from a California housewife: "My son plays four musical instruments; which one should be used to get the dirt off of our clothes?"

WE'RE JEALOUS! Stay-at-home Catherine Carroll, who was the subject of this column last month, received more fan mail a week after publication than any other trade-paper member to appear in the column. She's built a long list of "pen pals" over the years in the advertising department!

WE are on the verge of picketing all conventions using those dinky badges with names and addresses in elite type, while the association name, which everybody knows, anyway, consumes half the badge. The delegate's last name ought to fill half the badge vertically, and the association name can be on the back, for all we care! And we can get a thousand allied tradesmen to sign a petition to that effect! —W.R.P.

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WILLIAM R. PALMER, Editor

GALINA TERR, Managing Editor

DAVID G. KAPLAN, Fur Editor

JOHN J. DUNN, Associate Editor

LOU BELLEW, Associate Editor

ROLLIN NELSON, Art Editor

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William S. Crompton, Manager.

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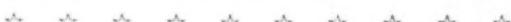
20 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-9566-67

Edward W. Korbel, Manager.

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BASE FOR MAKING FILTER SOAP

**THE EFFORT IS SO SMALL-
THE SAVING IS SO BIG-**

WHEN YOU MAKE
YOUR OWN FILTER
SOAP FROM ANOLITE

**9 gal. Anolite + 45 gal. Solvent
makes 54 gallons Filter Soap
WORTH: \$1.65 gal.-COST: \$1.05 gal.**

R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS

Here's How You Can

TURN GROSS INTO NET

Next Year . . .

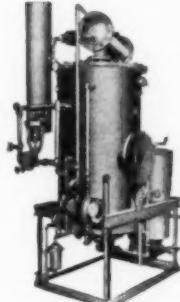
From this minute on, you can make more money!



Because every piece of GROSS equipment is completely engineered—in function and form to the highest degree of efficiency and performance. . . Because every piece of GROSS equipment incorporates every technical advance of the cleaning industry—in addition to the many exclusive developments pioneered by GROSS. . . GROSS equipment increases your plant's capacity, decreases your operating costs!



The GROSS
Vacuum STILL



The GROSS
Roller Bearing
EXTRACTOR



The Motor Driven
or Motor-Bolted
GROSS Sil-Ex Black
Metal Streamlined
WASHER



The GROSS MODEL
A or Model B
Pressure FILTER

Make us prove it!

Write us for your
FREE guides to more
profitable cleaning
equipment.

Foreign Correspond-
ence Invited



Founded 1923

GROSS MACHINERY CO., INC.

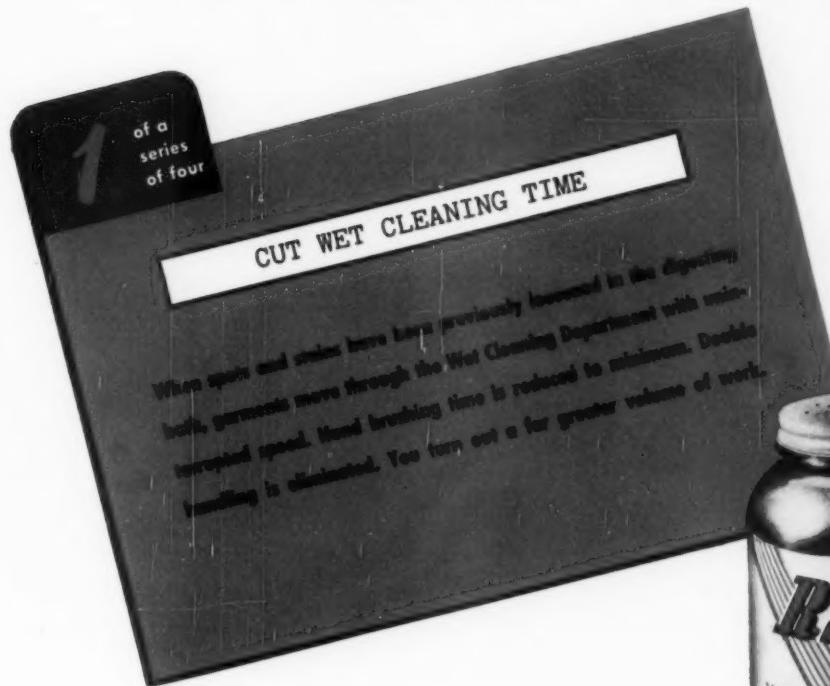
Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

179 HALBERT ST.

BUFFALO 14, N. Y.

You gain four ways plus when you

Digest before wet cleaning



Soiled enough to be wet cleaned? Then put the garment into an RSR digesting bath to begin with and you'll save time, trouble and labor. This is being proved with profit over and over again every day. Remember, too, that while spots, stains and soil are being loosened in the bath, your time is free for other work.

Send for advance proofs of series
showing 4 ways you will gain by
"Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK

"KEEP UP THE GOOD WORK

... and you will
always have
strong
supporters"

"A satisfied customer is a product's best advertisement" . . . here, then, are Hoffman customers to tell you, in their own words, about the everlasting greater value built into Hoffman pressing machines. These are actual extracts from letters furnished voluntarily by users of Hoffman presses entered in our recent "Oldest Press" Contest. Our thanks to these good friends for their unsolicited tributes to Hoffman presses.

TOPS IN VALUE . . . SINCE 1905



U. S. HOFFMAN MACHINERY CORP.

East Prairie, Mo.

"We started out with two old model 7A (1921) Hoffman presses. Later we added a late model (...) press. The operators use the (...) press only when we need the third press. They find the Hoffman presses are faster and put out far better work and are not as tiresome to operate."

Jersey City, N. J.

"I am still working on your 6A Hoffman Pressing Machine that I bought of you in the year of 1918, April. I am pressing now 8-10 garments an hour on it. I would hate to part with that little machine."

Piqua, Ohio

"This 8A (1927) press has been in continuous use from the day it was received and still turns out a perfect job of pressing."

Kansas City, Mo.

"Still in active service since March 1923 and still going great."

New Iberia, La.

"The SA (1916) is my personal favorite press and is still in active service (and I can do real good pressing with it)."

Wilson, N. C.

"This baby (a 1927 8A) still operates like a million dollars and it is used every day."

West Roxbury, Mass.

"I have a press that I bought from you about 25 years ago. Have used it every single day since . . . it is good for another 25 years."

Clarksburg, W. Va.

"I bought my MAO pressing machine and boiler from your firm in 1928 (or the first of 1929) and they both have been in use every day since. This machine and boiler are the only ones that I ever owned and I feel like they are the only ones I'll ever need. They work good. The boiler inspector said the boiler and press are in good shape and to go ahead and use them. Over 20 years in hard use with very little expense. What more could a man ask for?"

Richmond, Va.

"I have been in business for forty years and the first pressing machine I bought was a Hoffman, and now we are fully equipped with only Hoffman machines. The performance of these machines through the years has been unusually outstanding. We have seven of your machines and have had no trouble with them whatsoever. I am sure in the future I will buy Hoffman, and only Hoffman pressing machines, if I can wear the ones out that I have."

Wilmington, Calif.

"We have traced the owners back to 1923 and find that our press has been here in this same shop putting out work all the years since then. It has never left the shop or been over-hauled or rebuilt. During the war it worked 16 hours a day as this is a port town. Keep up the good work of making such good hardworking presses and you will always have strong supporters."



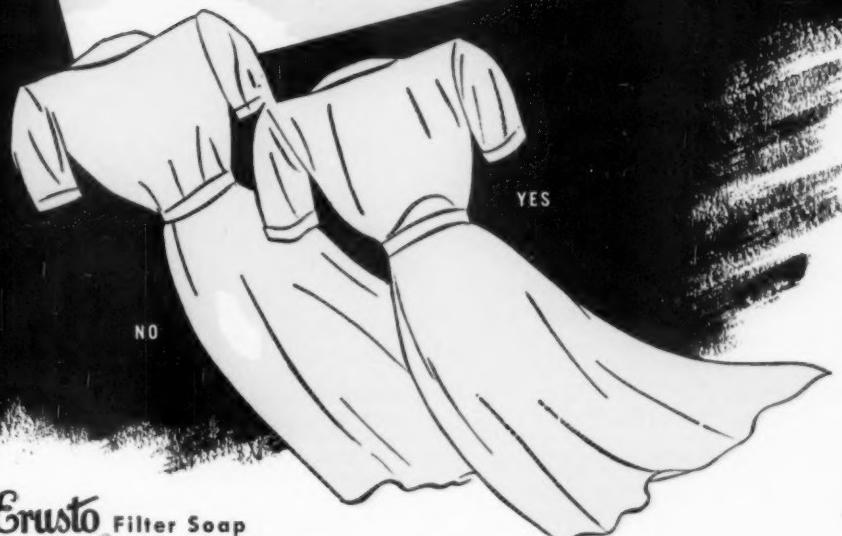
Traditional old-time standards of Hoffman workmanship are combined with modern features for economy and efficiency in today's Model "X". Today, check the liberal allowances and terms.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.

TO SPEED WORK...
IMPROVE QUALITY...

GIVE YOUR SPOTTER CLEAR BACKGROUNDS



Erusto Filter Soap

Unless backgrounds are clear and clean, your work will no doubt show light areas from spotting. And you know what that does to quality.

You can avoid that condition with Erusto Filter Soap. That's because Erusto Filter Soap combines the two features needed to produce sparkling clear backgrounds:

1. MOISTURE DISPERSION. Erusto Filter Soap disperses moisture evenly—and proper moisture dispersion is a necessary part of cleaning. But it isn't the whole answer . . . so, Erusto Filter Soap also gives you

2. REAL DETERGENCY. Thus you can knock out imbedded, ground-in soil, hold it in suspension and prevent redeposition. And notice your increased percentage of pass-ups!

Erusto Filter Soap comes out readily in the filter, holding filter pressure to a minimum.

Erusto Filter Soap is a free flowing liquid dry cleaning soap that's easy to use, does not foam in the still, leaves no odor, improves lustre and sheen, cuts running time. With it, you can produce better work at lower cost. Try it—our representative will be glad to set up a trial run for you.

**LAUNDRY AND DRY CLEANING DIVISION
PENNSYLVANIA SALT MANUFACTURING COMPANY
1000 Widener Building, Philadelphia 7, Pa.**



Pensol • Perchloron • Penozene • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusticator • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustalex • Alco Penbrite • Energex • Sparkette—Trade Marks Reg. U. S. Pat. Off.

PROGRESSIVE CHEMISTRY FOR A CENTURY

LETTERS to the editor



Poetic Plaint

Dear Editor:

Enclosed is a jingle which we think may tickle the ribs of your readers. Being drycleaners ourselves, we've lived every word of it, and laughed—afterward.

Your magazine has repaid its subscription price many times over in helping us solve just one of our problems.

Before we forget, may we pass along a compliment which a customer told us. While waiting for a rush job he scanned a NATIONAL CLEANER & Dyer which was lying on the counter. When his suit was ready he said, "That magazine is very interesting reading even to someone who knows nothing of this business."

And "dem is our sediments," too!

Holley, N. Y.

PAULINE AND TOM LUNT

Drycleaner's Lament

Oh, pity poor Peter the Presser
As he stands at his press all day,
Poor Peter the Presser is busy,
Poor Peter has no time for play.

Poor Peter looks over the trousers
And the suits and the coats there galore,
All awaiting a pressing by Peter,
And more follow these by a score.

Poor Peter looks out of the window
As he stands by his press in despair.
"What folly made me be a presser?"
Just look at those drivers out there.

"They sure have a cinch," says poor Peter,
"Out riding around all the day,
Enjoying the air and the sunshine,
While I'm in here, slaving away."

"Boy, what I would give to be Peter
Today!" says a driver named Jack.
"I've got to deliver Smith's dresses—
And boy, if you don't find me back

By six o'clock, send out the squad car;
And send out the ambulance, too.
That woman is really a terror,
And what I mean—desperate, too."

"You think that she's bad," says another.
"Just think of what I've got to face!
That old battle axe out in Brighton—
The one who claims we shrunk her drapes."

"Say, what's the delay here, this morning?"
Says the boss, coming out to the rear.
"You're late getting started already;
There'll be no profits this year, I fear."

And he goes away mutt'ring inaudible
Things about bills due for oil;
And solvent and soap and for hangers,
And taxes; and what use in toll

And worry and ulcers o'er dresses
And draperies. Nor can he forget
To fight competition with specials
Like "Better Work Done Here for Less."

He knows he must keep the help happy
With more pay and less work—that's how.
No wonder he swallows an aspirin
And mops off his feverish brow.

Do you think we should pity poor Peter?
And Jack—and the finisher, Jill?
I think we should pity the owner!
But own up—you know no one will.

PAULINE LUNT

Meeting Volume Goal

Dear Editor:

You seem to be the only one to give me definite answers. I'd like to find out some of these questions if you have them in records.

How many pieces would I have to process for a volume of \$500 weekly in silk, wools, and miscellaneous? Also the amount of pounds for the same articles mentioned above, if my average price was \$1 for suits and dresses.

Also, the number of customers to maintain this volume.

Could you also give me some tips in choosing a location for a synthetic plant?

Montreal, Canada

J. C. Cloutier

Please realize that all of the following figures are guesses and may vary with the locality in which a plant is situated.

A \$500 volume at a dollar base price with reasonably efficient operation should work out to approximately 40 cents per pound. This will give you roughly 1,250 pounds per week.

The ratio of different types of work in Northern climates runs about 65 percent wools to 30 percent silks and 5 percent household, which gives you a figure of 1812.5 pounds of wool, 375 pounds of silks and less than 65 pounds of household work. Using an average of $\frac{3}{4}$ pound per piece for silks and $1\frac{1}{4}$ pounds per piece for wools, you come up with 464 pieces of wools and 500 pieces of silks weekly.

Incidentally, in considering the above figures as a basis for your reequipment layout, you should remember that your peak volume in the spring of the year is likely to run 50 percent to 60 percent above your average. Therefore, the plant should be designed to handle at least \$700 per week with the intent of making up the difference in peak weeks with overtime or even additional employees.

The number of customers necessary to maintain a \$500 volume depends entirely on the drycleaning buying habits of your community. We don't know the per capita rate for Montreal. Over the country it ranges anywhere from \$2 per person yearly to over \$10 in some communities. You probably will need a customer list of at least a thousand names.

The ideal location for a new small plant is in a new shopping center in an already established community. There should be either a concentration of apartments within a few blocks of the plant or else there should be adequate parking facilities within a few steps of the store. Locations near a supermarket have proved to be among the most profitable.—EDITOR

Put

Trump

on the spot



Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting

Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting

Trump mixed with water can be used when wet prespotter is desired.

for soaking

Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink

Removes lipstick or ball point ink on spotting board or in the wheel.

for wet cleaning

Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

for reversibles and raincoats

Used with dry cleaning soap reduces spotting and wet cleaning.

Spix

PRODUCTS COMPANY

119 Dahlem Street
PITTSBURGH 6, PA.

Here's why *Airfoam*

 makes the
 best press pads

1. Permits higher-quality work with less effort.
2. Affords instant removal of steam by vacuum.
3. Doesn't need washing.
4. Eliminates button and zipper breakage.
5. Banishes "shine" on gabardine, serge and similar materials.
6. Lasts far longer than conventional quilted pads.

THE same foam latex material that has revolutionized cushioning now makes pos-

sible greatly improved press pads. **Airfoam** is ideal for top layers, because it permits instant removal of steam by vacuum. It's so porous, you can blow cigarette smoke right through it. **Airfoam's** uniform resiliency permits a smoother, faster "press" with less effort.

If you manufacture press pads, you'll find that **Airfoam** will help you turn out a better product. If you own a cleaning establishment, this magic latex material will help you do better, faster work, and save money, too. For information, write: Goodyear, Airfoam Dept., Akron 16, Ohio.



We think you'll like
 "THE GREATEST STORY
 EVER TOLD"
 Every Sunday—ABC Network

Airfoam
 SUPER-CUSHIONING BY
GOOD YEAR
 THE GREATEST NAME IN RUBBER

Airfoam—T.M. The Goodyear Tire & Rubber Company, Akron, O.



ONE
OPERATOR
DOES THE WORK
OF TWO
WITH THE
EXCELSIOR
FINISHING SYSTEM



"It's easy to solve that problem," says Bill Caplan, President of Excelsior. "Instead of searching for more skilled help to speed up production in your plant, switch over to America's most modern finishing system . . . Excelsior's combination offset Finisher and Fabric Head Pressing Unit. With these miracle machines, each of your present operators can do the work of two operators with older, out-of-date methods. That means you'll get more work . . . better work . . . in far less time! The result is obvious . . . a saving on your payroll

. . . a saving on production costs . . . plus added volume and greater profits."

If this simple solution sounds too good to be true, don't take Bill's word for it. Check with any of the hundreds of plant owners from coast to coast who will bear out Bill Caplan's claims. They know, through experience in their own plants, that the Excelsior Finishing system completes any type of garment with production methods while retaining that "hand-finished" look. Write for details.

EXCELSIOR MACHINERY COMPANY
1454 RANDOLPH ST., DETROIT 26, MICH.



"O" WHAT A SPOTTER!

"O" SPOTTER

Here is the universal, all purpose pre-spinner, paint, oil and grease remover. Frost, varo, varonite! Removes stains from printers ink to lipstick... rouge, perfume, varnish, road oil, tar, hand grease, perspiration, salad oil, and other organic and inorganic matter. Yet it is

**SAFE ON ALL FABRICS
SAFE ON ALL COLORS**

SAFE ON ALL COLORS

"Spotted" may be used in naphtha, chlorinated solvent and wet cleaning process plants with equally good results.

Try this versatile stain remover and you will say "O" WHAT A SPOTTER! Available in gallons and drums on our money-back guarantee!

H. Kohlstampf & Co., Inc.

ESTABLISHED 1851

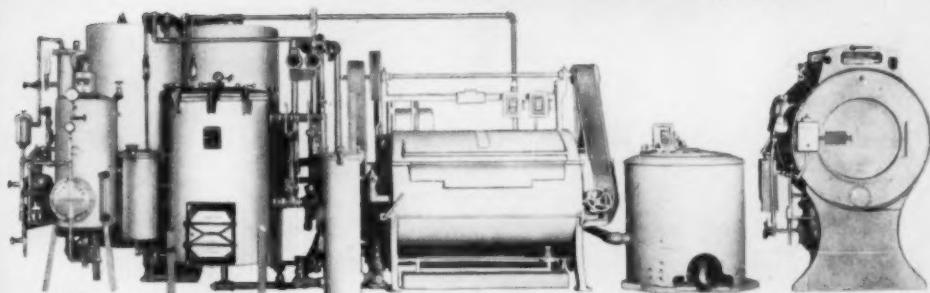
MONDAY 7
SUNDAY 11
500 APPROXIMATELY

THE QUALITY LAMINATE FLOORING SPECIALISTS

**EASY TO SEE...EASY TO REACH
with PANTEX**



140° F. Safety Solvent Drycleaning System



Pantex
puts
all controls
out in front

Pantex 140° F. Safety Solvent Drycleaning Systems are engineered to give you —

- Maximum capacity for each dollar invested
- Low operating cost per pound
- Easy operation — install and expand when required
- Ample filtration
- Factory piped
- Unequalled distillation

Equipment
that invites
comparison


Pantex
REG. U.S.
PAT. OFF.

PANTEX MANUFACTURING CORPORATION
Pawtucket, Rhode Island

PANTEX MANUFACTURING CORPORATION
BOX 660-A, PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me further information about
Pantex 140°F. Safety Solvent Drycleaning Systems.

Name.....

Company.....

Address.....

City.....

SIGNS

of the times



Industry Not Affected by Priorities: According to a recent bulletin of the National Planning Committee of the Textile Maintenance Industries, the drycleaning industry will not be directly affected by the inventory and priorities regulations of the National Production Authority. The Inventory Control Regulation, which provides for possible requisition of excess inventory, covers chiefly industrial supplies. Listed chemicals which drycleaners are likely to stock are ethyl alcohol, benzene (benzol), caustic soda, chlorine, glycerin and soda ash.

The priorities regulation does not cover textile maintenance service.

#

Oklahoma Film Premiere: An open house and first showing of the public relations film produced by the Oklahoma Association of Cleaners and Dyers will be held December 10 at the School of Technical Training, Oklahoma Agricultural and Mechanical College, Okmulgee. An invitation to all Southwestern drycleaners has been extended by President Dean T. Jayroe on behalf of the association.

The film, titled "After the Ball Was Over," is designed to be shown to civic and women's clubs, schools and suitable public gatherings. Mr. Jayroe points out that the meeting will also offer an opportunity for Southwestern cleaners to study the equipment and methods used to train industry employees at the Okmulgee school.

#

French Cleaners Plan Convention: The French association of cleaners and dyers has announced plans to hold its 22nd convention next February at Toulouse. The recently organized International Committee will hold its first meeting at the same time and place. It is expected that the convention will attract a large number of drycleaners from the other western European countries.

#

Short Courses: A two-day special short course sponsored by the Illinois State Association of Cleaners and Dyers was held October 14 and 15 at the plant of Suburban Home Cleaners, Riverside, Illinois. The course was attended by 72 students. Instructors from the staff of the National Institute of Cleaning and Dyeing were Charles B. Truxal, on drycleaning; John A. Ireland, spotting; Jennie Maher and Charles W. Weaver, silk finishing. Stanley Bublik, owner of Suburban, provided not only floor space but refreshments for the students.

A three-day short course sponsored by the Nebraska State Drycleaners Association attracted 90 students. Classes were held at a hotel in Grand Island on November 3, 4 and 5. Instructors from the NICD were John A. Ireland, practical spotting; Robert A. Mygatt, wet-cleaning; William L. Snyder, drycleaning, and Charles B. Truxal, spotting theory. At an evening session Mr. Truxal conducted a slide talk on faulty plant practices.

Public Service by Drycleaners: To promote the recent visit of the U. S. Marine Band to Ft. Lauderdale, Florida, all drycleaning packages and laundry bundles carried stickers advertising the program. The concert was given for the benefit of the high school bands of Broward County. The industry promotion was planned by the Broward County Launderers and Cleaners Association, which is headed by Lester McNeese of Hollywood.

Murray Cleaners of Neodesha, Kansas, was one of the local business firms which made donations to the recent Neodesha Community Fair and Registered Livestock Show, combined with the Junior Fair.

Among the Enid, Oklahoma, business firms which received certificates in recognition of their employment of the physically handicapped was Oxford Cleaners.

Caldwell Dry Cleaners is one of the contributors to a Lions Club fund for constructing a community tennis court at Caldwell, Kansas.



CLEANING AND DYEING DIVISION in Greater New York gave over \$80,000 to United Jewish Appeal. At annual dinner, left to right, top: Louis Rose, Rose Dye Works, executive committee; Louis Motzkin, Rite Cleaners & Dyers, general co-chairman; Max Jacobs, Nu Bon Park Cleaners, executive committee; Julius Miller, Rand Stores, chain-store chairman; Miss Gitti Zand, guest speaker. Bottom: Julius L. Kuffer, I. Wohl, Inc., general chairman; Walter Brower, industry arbiter and guest of honor; Harry Braunstein, Cleaners & Dyers Board of Trade, honorary secretary; Judge Leopold Prince; Louis Denberg, Spotless Stores, executive committee

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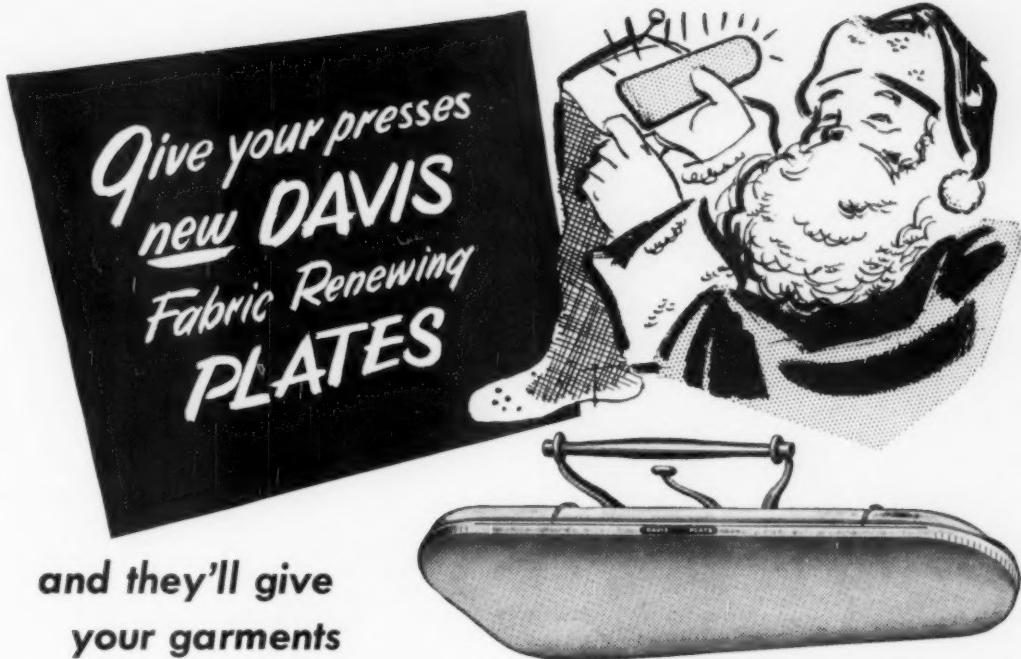
Oregon Town Changes Zoning Law: The city planning commission of Bend, Oregon, has approved a change in zoning regulations which will permit drycleaning establishments to operate in the tourist-commercial zone.

#

Drycleaning Sales Trend: The NICD reports a gain of 7.72 percent in nationwide drycleaning volume in August 1950 as compared to August 1949. This is the highest gain this year over the corresponding month of last year. While the West Coast states showed only a fractional gain, it was substantial in all other parts of the country.

The gain in national personal income, as reported by the U. S. Department of Commerce, was also the highest

(Continued on page 135)



*and they'll give
your garments*

A MORE BEAUTIFUL FINISH!

Put new Davis Fabric-Renewing Plates on your presses now and *they'll play Santa to you all year long!* Their exclusive burred surface, which lifts the nap and renews the fabric while pressing, will pay back many times their cost in customer satisfaction alone. And as an added bonus, they'll give you greater production—more garments per operator per hour. They keep on giving, too, because they outlast any other press cover!

*It costs so little to equip
every press with a Davis Plate!*

Sizes to fit all makes and models . . .

Hoffman XC05, XC07, Pantex 45,
New York 42, 45 and all
other 36 to 46" models . . . **\$14.85**

Mushroom . . .
47 to 54" models . . . **\$11.00**
19.25

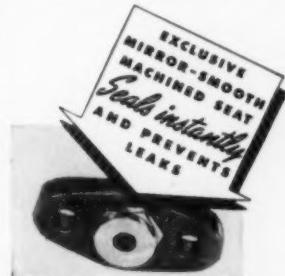
To make sure of uninterrupted production on your presses use . . .

DAVIS LEAK-PRUFD HOSE



The best insurance against shut-downs on presses is trouble-free hose. And the best hose you can buy is Davis Uniflex Hose. The Davis Leak-Prufd fitting is the only one that has a mirror-smooth surface, which permits a perfect seal—no leakage. It has a floating flange that allows faster attaching of the hose, and eliminates any twist in the hose when final assembly is completed.

AVAILABLE IN SIZES TO FIT ALL PRESSES



ORDER FROM YOUR SUPPLIER TODAY

YOUR SUPPLIER IS OUR DISTRIBUTOR *Davis Specialties* MANUFACTURERS . . . CHICAGO 24

WHY THIS BIG IRONER GETS **HOTTER, SOONER**

There are 9 reasons—the 9 Yarway Impulse Steam Traps draining the 8-roll Hoffman installation in the all-Yarway-equipped laundry at Temple University Hospital, Philadelphia. The other Yarways are on tumblers, presses, water heater, etc.

In laundries and cleaning plants—as in all plants using steam equipment—profitable operation depends on equipment getting hot quickly, and keeping continuously at peak temperature for the full operating period.

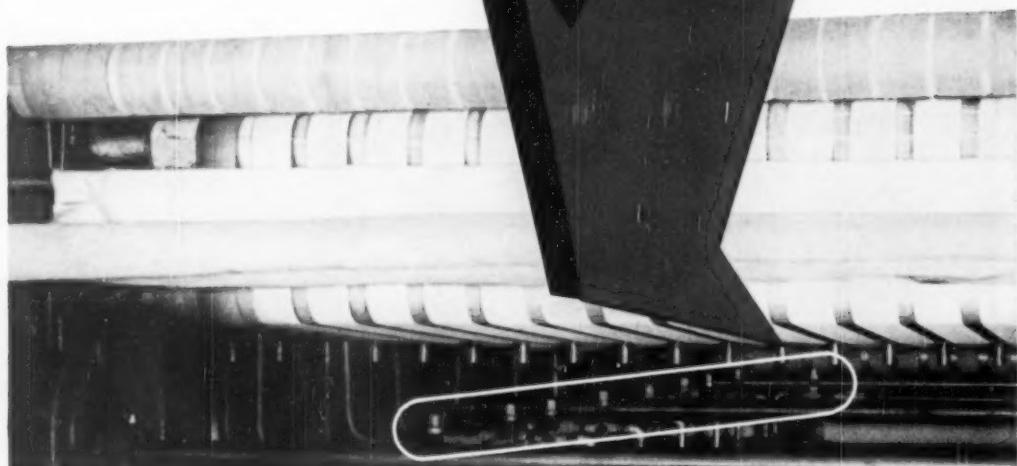
Yarways do this by opening wide during heating-up period to discharge air and condensate fast. Then, when peak temperature is reached, the trap discharges heat-retarding condensate as it forms instead of waiting for quantities to accumulate. Result—maximum temperature . . . maximum operating profits!

Other Yarway features—only one moving part (a little valve), low maintenance, easy installation, low cost. More than 650,000 have already been installed.

Yarways are sold by more than 200 distributors in the United States and other countries.

Install a Yarway on free trial in your plant. See your nearest distributor, or write to . . .

YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.



Stainless Steel Body

YARWAY **IMPULSE STEAM TRAP**

THE LOW WATER... NO PRESSURE...

All Purpose ... Low Cost

DRY CLEANING
DETERGENT

SOLTEX

You can't lose by trying SOLTEX because we'll ship a 5-gallon can freight prepaid on approval.

Or send for the Soltex Folder which gives full details.

- Contains less than 3% water.
- You know how much water you are using.
- Cannot cause filter pressure.
- Contains NO FATTY ACID and cannot cause odor.
- Makes a low-cost regular prespotter.
- Prespotter is a hemline remover.
- Useable for low cost 1 or 2 gun prespotting.
- Eliminates wet cleaning of reversibles, raincoats and pants.
- Makes it possible to size garments in dry cleaning.
- Always has discharged static electricity when washers are grounded.

SOLTEX makes a "B. O." remover and blood remover.

MAKERS OF GOOD DRY CLEANING
CHEMICAL PRODUCTS SINCE 1915

RIVERSIDE

MANUFACTURING CO.

4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

WE SAID IT BEFORE—WE SAY IT AGAIN—

COMPARE THE VIC SUPER PER MACHINE

LARGER IN VOLUME! AND
HUNDREDS OF DOLLARS
CHEAPER THAN ANY
OTHER COMPARABLE PER
MACHINE ON THE MARKET
TODAY!

YES, COMPARE!

VIC

FEATURES WITH ANY OTHER
PER MACHINE ON THE MAR-
KET TODAY!

YOU'LL AGREE VIC SUPER PER
MACHINE IS BUILT FOR
TODAY'S NEEDS!

- 36 inch DROP BASKET
For better Cleaning—Larger Capacity
- Vic Self-Cleaning Filter
Customers report using filter from six months to a year without changing
- Semi-Automatic
Bell rings when load is done
- Built-in Reclaimer
Reduces Solvent Costs
- New Design

EXPERIENCED SINCE 1912

MAIN OFFICE
AND PLANT

VIC CLEANING MACHINE CO.

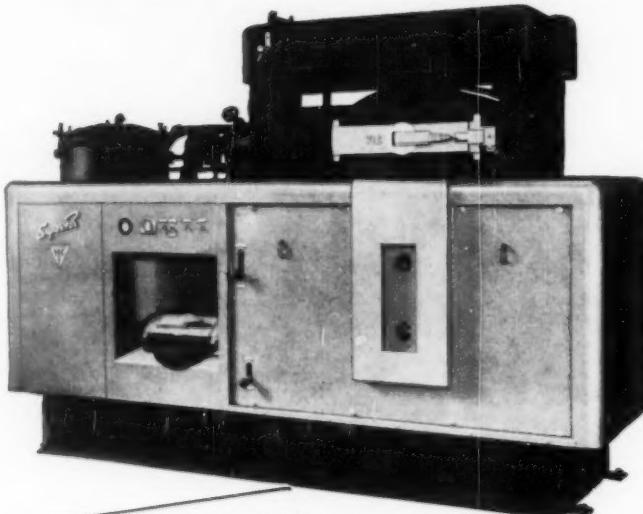
NEW YORK
24 W. 3RD ST.

ST. LOUIS
3335 N. UNION ST.

MINNEAPOLIS 3, MINN.

LOS ANGELES
8480 MAIN ST.

CERTIFIED SALES
AND SERVICES
IN ALL
PRINCIPAL CITIES



All VIC Cleaning Units are
available, at additional cost, with Soap
Still, capable of distilling three loads per hour.

IT WILL PAY YOU TO GET MORE
INFORMATION AND SPECIFICATIONS
ON THE NEW VIC SUPER MODEL 37



*When Solvent Odor Goes Up
Volume and Profits Go Down*



Keep using **Magnesol** to prevent Fatty Acid Odor Trouble!

Fatty Acid can play some dirty tricks when you run heavy loads of winter woolens. Here's why.

In your wheel, the solvent dissolves perspiration, organic material and all the other products of acid decomposition present in every load of dirty clothes. 'Round and around it goes until the acid-number builds up and your solvent just plain stinks.

One best way to prevent this vicious cycle is an all-MAGNESOL filter cake to pull out those dissolved impurities as well as solid soil. That way only sweet, clear solvent flows back to your wheel. You do quality cleaning because you are always working with low acid-number, active solvent.

Cost? More by the bag, less by the year when you reckon savings on distillation, longer active solvent-life, fewer re-dos and the extra business a reputation for quality cleaning always earns. Try an all-MAGNESOL filter cake for just one month and you'll never be tricked by a price-tag again!



*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its magnesium silicate adsorbent powder.



WESTVACO CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
GENERAL OFFICES • 405 Lexington Avenue, New York 17
CHICAGO, ILL. • CLEVELAND, OHIO • CINCINNATI, OHIO
ST. LOUIS, MO. • LOS ANGELES, CALIF. • NEWARK, CALIF.



BUSINESS BUILDERS



Outstanding Christmas Window

ATTRACTIVE Christmas-season windows don't "just happen." Usually they're the result of a whale of a lot of fussing and fuming, shared in by everyone in the plant.

Paul Kern, operating the Paul F. Kern Cleaning Co. in Fort Madison, Iowa, came up with a display last Christmas that should be a natural for any cleaner in the country who has children or grandchildren of his own.

Now anyone knows there's nothing in this world more appealing than a three-year-old grandson saying his prayers at bedtime. Both Paul and his son, Jim, agreed on this, and decided to share their pleasure with the whole town.

The result was a Christmas window out of this world. A picture of little Paul saying his prayers was sent to a firm in Kansas City that specializes in photomurals and enlargements. At a cost of about \$12 they got back a 35-inch cutout enlargement, all in color, mounted on heavy composition board.

This enlargement was placed in the center of the plant window, with the boy facing an illuminated cross fashioned from a shadow-box and with a small Christmas tree on the other side. Small floodlights at the top of the window were focused on the central figure, with the lifelike effect shown on the cover of this issue.

For Fishermen Only

YOU must have salmon in your veins, you ought to have at least a 30-foot ocean cruiser, and you'd probably better live at Port Angeles, Washington—now if you can check all those you already know about Dean Wilmot who owns Angeles Quality Cleaners. Dean has a 30-foot, ocean-going cruiser. He has fished for the last 13 years in the Port Angeles Salmon Club Derby and he has caught his share of record fish.

During the final derby week Dean has a car all dressed up with courtesy cards, the name of his plant,



COURTESY CAR PROMOTION of Angeles Quality Cleaners for Port Angeles (Washington) Salmon Club Derby. Owner Dean Wilmot in official "derby."

and a loudspeaker to help direct traffic and relay derby results. The "derby" Dean is wearing in the picture is required gear. To be caught without the hat the last week of the derby means a day in the clink, a wire cage right in the center of downtown Port Angeles.

What has all this to do with drycleaning promotion? Well, just about everything if you live in Port Angeles!

Invitation To Call



PUBLICIZING PHONE NUMBER effectively demonstrated by St. Paul, Minn., fuel company. Neon outlines number at bottom of phone sign

Christmas Greetings

CUSTOMERS like to see pictures of their drycleaner's employees, in the experience of Dick Berney, owner of Wardrobe Cleaners of Fallon, Nevada. Last Christmas he made double use of this fact. He took photographs of his six employees and had one taken of himself, then ran them in an ad in the local newspaper.

The cuts, made by the newspaper, were used again in a Christmas greeting folder. Each page of the folder showed a photograph of one employee, with best wishes and the name of the worker.

**GO MODERN...
GET RESULTS WITH**

TROY

"BUSINESS BUILDERS"

Give your plant that "well dressed" appearance with modern Troy drycleaning equipment. Let Troy's reputation for efficiency and labor-saving performance bring you profitable results. Depend on Troy's sturdy construction for long trouble-free service life. Build toward tomorrow today — the modern Troy way!

ELECTROCLENE WASHERS

Newest and biggest drycleaning hit! All operating parts fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven and belt driven models. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

**ATLAS DRYCLEANING
EXTRACTORS**

Better quality drycleaning in less time and at lower cost. Center-slung design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters. Slower speeds for "system license" cleaners.

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Sturdily constructed, easy to install and operate.

**WRITE FOR NEW
36" ELECTROCLENE
BULLETIN**

Illustrates and describes new TROY 36" diameter ELECTROCLENE Drycleaning Washer and all its features. Bulletins also available on TROY-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses and other Troy drycleaning equipment.

TROY

LAUNDRY MACHINERY

*Divisions of American Machine and Metals, Inc.
EAST MELVILLE, NEW YORK*

NATIONAL'S ANNUAL GUIDEBOOK

an operating guide:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

a buyers' guide:

CLASSIFIED DIRECTORY, listing in a single section all kinds of drycleaning equipment and supplies and manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations, by informational ads throughout the Classified and Geographical Directory Sections.



FEATURES MARKING AND ASSEMBLY!

HOW TO SET UP BEST MARKING SYSTEM FOR YOUR PLANT

Over a dozen different approaches to the marking and assembly problem are thoroughly, simply explained in the January 1951 Guidebook of the Drycleaning Industry, a long needed task of research never before completed and presented to the whole industry.

- ◆ What are the purposes of marking and assembly?
- ◆ How are the various methods different from each other?
- ◆ Can the costs of operation be easily compared?
- ◆ What is the effect on lot systems?
- ◆ Can classification be made easier?
- ◆ Is more production information available?
- ◆ Will claims be cut, customers made happier?
- ◆ What's the tie-in with drivers and salesgirls?
- ◆ Where does pricing fit in?
- ◆ Just how much supervision is needed?
- ◆ What type of employees are best suited to this department?
- ◆ Can good sales control be established?
- ◆ Can paperwork be reduced without losing efficiency?
- ◆ Could management have complete control?

JANUARY, 1951

Issue of

The **NATIONAL CLEANER & DYER**

Drycleaners' biggest cost item gets the spotlight in the

B.C. methods are dead!



Everybody's usin'

DC FILTROL
FIRST CHOICE BECAUSE

- 1** It entirely replaces filter-aid powders by fulfilling their job and more too.
- 2** It effectively filters out all dust, road-dirt, lint and other solid material.
- 3** It is easy to handle in convenient fifty-pound bags.
- 4** It shortens tumbling time.

DC

DC FILTROL* is more than an excellent filter-aid powder; it is in addition a remover of color compounds, odors and other solubles which even the best filter-aid powders cannot touch.

FILTROL CORPORATION

727 West 7th Street, Los Angeles 17, California
PLANTS: Vernon, California and Jackson, Mississippi

More drycleaners use DC Filtral today than ever before.

*T.M. REG.U.S.PAT.OFF.

DC FILTROL*



Gliding Gladys Says . . .

This UNIPRESS does
the work of two presses.



Manufacturers of Laundry Power Presses and Equipment

The UNIPRESS Company

Distributors in
All Principal Cities
in the United States,
Canada and
Foreign Countries

2800 LYNDALE AVE. SO. MINNEAPOLIS MINN.



Add this UNIPRESS shirt laundry
and watch your VOLUME and PROFITS grow!

UNIPRESS

IRONS

Package /
Unit

SHIRT LAUNDRY UNIT

Only 3 girls receive,
mark, wash, finish, sort
and wrap 2400 regular
or sport shirts per week.

The trend is toward adding a shirt laundry to increase volume and earnings, but adding a Unipress Economy Shirt Laundry will give you advantages over any other laundry. Only *Unipress* can offer you the famous 2 Girl 3 Press Shirt Finishing Unit that saves you up to \$460 on the original equipment by eliminating a separate yoke press. Only *Unipress* gives you floor space savings up to 32 square feet per unit. Only *Unipress* gives you gliding action, floating buck for equalized pressure, simplified operating mechanism, and numerous other long-life features that assure top quality finishes for all regular or sport shirts as well as increased production and operating economies that pay for the laundry quickly.

Make more money. Investigate a *Unipress* Economy Shirt Laundry today.

Get Complete Details . . .



Unipress Company
2800 Lyndale Avenue South
Minneapolis, Minnesota

Please mail us new catalogs checked:

- Economy Shirt Laundry
 Unipress Stainless Steel Washer
 2 Girl 3 Press Shirt Unit, or . . .
 Have your experienced field engineer call on us.

Name . . .

Firm . . .

Street Address . . .

City . . . Zone . . . State . . .



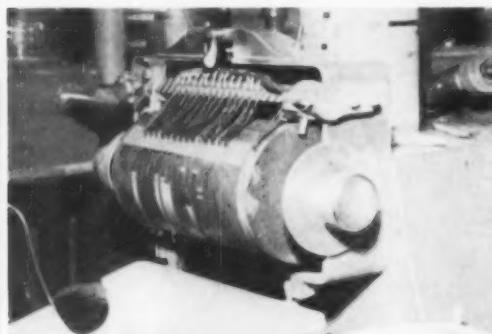
GADGETS

and gimmicks



Emery Paper Cleans Contacts

ARTHUR JACKSON, owner of Arthur Jackson Cleaning Service in Bronxville, New York, used to have trouble with dust and carbon accumulating under the contacts of his automatic washer control. He found that there was a tendency for the contacts to



spark as they broke the circuit with the various channels of the cylinders. Over a period of time these sparks built up carbon deposits and periodically he had to file the bottoms of the copper fingers.

To relieve himself of this job, Mr. Jackson has pasted a one-inch-wide strip of emery paper on the cylinder used for silks. When the cylinder is turned into position at the start of a run, the abrasive surface is passed under the contacts and the carbon deposits are rubbed off.

The emery paper is attached only to a silk-run cylinder which is used a couple of times a day. If the strip were applied to all the cylinders, Mr. Jackson explained, the excessive abrasion would tend to wear down the contacts themselves rather than merely remove the carbon.

Air Where You Want It

MANY an old drycleaning plant does not lend itself well to over-all ventilation. In Harrisburg, Penn-



sylvania, Model Services has overcome this problem by spotting 50 fans in the hot spots.

These fans are the portable type that can be either set on the floor or hung in practically any location where there is room for them. As shown in the two pictures, one was slung over a press and the other hung in the middle of a silk finishing unit. As can be seen here, they even use the tops of small fans as tables.

W. I. Cundiff, owner of Model Services, reports that these fans have converted a veritable hot box into a very comfortable place to work.

Signs To Be Read

THIS picture of large signs hanging in the drycleaning room of Kraus Cleaners in Memphis, Tennessee, shows how the importance of following the rules of good cleaning can be stressed. These signs can be read from anywhere in the cleaning room whether at one of the washers, at the extractor, at the tumbler or at one of the supply bins.



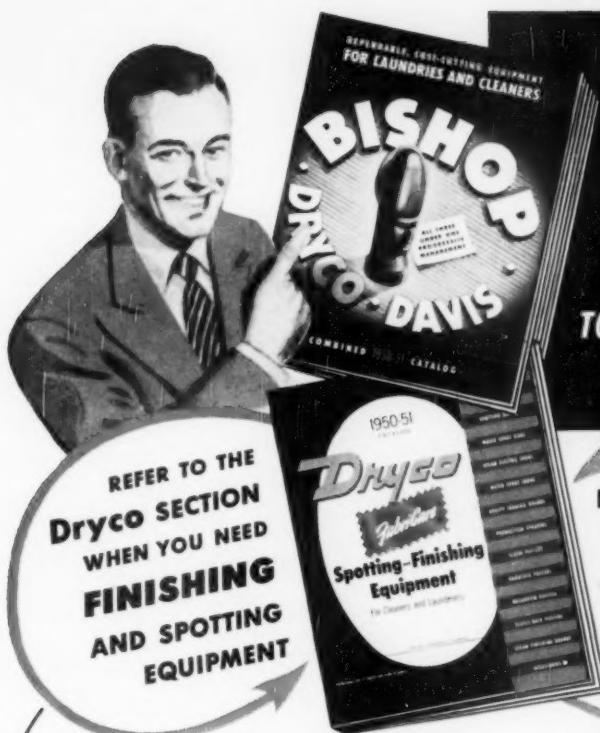
The anecdote that goes with this picture is the slicking up that occurred when word got around that we were to take a picture in the cleaning room, followed by the disgust of the cleaners when they learned we were interested only in the signs.

Cleaner Dump Tanks

TIRIED of combatting built-up muck in the bottoms of his dump tanks, Joe Beck of Beck & Beck in Sunbury, Pennsylvania, has installed something similar to a grease trap in a domestic plumbing system.

Into the lines to the dump tanks Mr. Beck has inserted a 60-gallon drum set vertically with the lines coming in at the top. Across the midsection is a metal disc with many quarter-inch perforations. On top of this disc are about four inches of rags and above these is another perforated disc which holds the rags firmly, making a good filter. The outlet to the tanks is at the bottom of the drum.

By cleaning out the rags at intervals and removing the muck accumulated on top, Mr. Beck is able to go for very much longer periods of time before boiling out his dump tanks. The rags are washed out with a strong alkali and reused.



REFER TO THE
Dryco SECTION
WHEN YOU NEED
FINISHING
AND SPOTTING
EQUIPMENT

**YOU HAVE THIS
3 IN 1 CATALOG
USE IT**
TO CUT COSTS, SAVE LABOR
all through the plant

Packed with products
and ideas that —

- Save Time...Improve Quality
- Increase Production
- Lower Operating Costs
- Make Tough Jobs Easy
- Better Work Conditions
- Economize Plant Space

PLANT Tested...PLANT Proved

Dryco FINISHING AIDS PAY FOR THEMSELVES...THEN PAY YOU!



MODEL F—Dryco E-Z Squeeze Water Spray Gun. More in use than all others combined. Simple, fast. Just reach, squeeze, to get instant spray. Complete \$9.95



MODEL 6033—"Moisture-Conditioned" STEAM ELECTRIC IRON. Does not waterspot, even on low heat. Particularly safe for synthetics. Finish more garments, better, in less time. Super-comfort, cool handle. Preferred by plants everywhere for over 18 years. Complete \$33.00



MODEL 3000—Dryco Combination STEAM and SPRAY SPOTTING BOARD. The ideal all-purpose unit. Narrow perforated tip simplifies steam and spray spotting of difficult areas. All-Monel top cannot crack or wear out; is not affected by chemicals. Adjustable height. Complete with garment tray . . . \$132.00



MODEL 1015—LADIES' and MEN'S SHOULDER and SLEEVE PUFFER. Finishes shoulder 3 times faster! Only 6 seconds per shoulder. No puckers, no wrinkles, no shine \$39.50

MODEL 1004—PUFFER SET. 4 different heads permit operators to reach and finish difficult ruffles, tucks, sleeves, etc. \$195.00

Other puffer sets also available.

CASH IN ON ALL THE ADVANTAGES OF Dryco EQUIPMENT

Do More Work, Better, Faster, Easier, at Lower Cost

Order Now FROM YOUR SUPPLIER....

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

HE IS OUR DISTRIBUTOR

CHICAGO 24, ILLINOIS

make
occasional
customers
“regulars”
with



Dow Solvents

Fast, dependable service and high standards of quality are two features that will help you add those occasional customers to your list of "regulars." And you'll find that's where Dow solvents enter the picture.

Dow solvents will help you improve your high standards of quality. They will bring new life . . . new brightness to delicate fabrics. Whites are actually whiter and you can actually feel the difference in clothes that have been cleaned with Dow synthetic solvents. And thanks to their short cleaning cycle, you'll be able to give faster service, too.

Buy Dowfume V, the powerful, new fumigant for use in garment storage vaults. Underwriters' Laboratories, Inc., classify Dowfume V as nonflammable.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

USE
DOW
Synthetic
Solvents



"A Hint to the Wise"

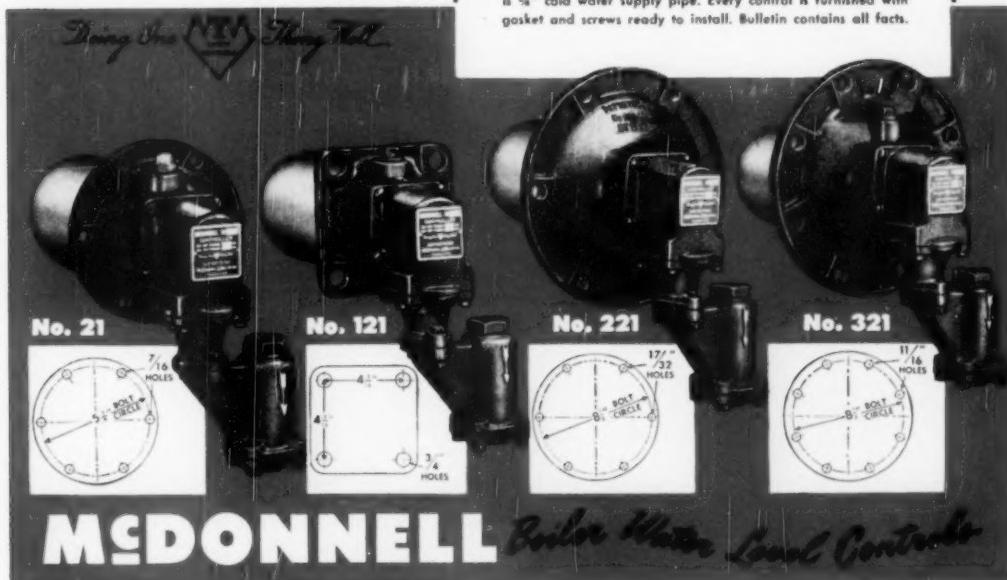
The hint—a good strong hint—is contained in this letter from a man who manifestly knows his way around in the dollar-saving end of the laundry and cleaning business.

We have received many letters like this, but none quite so explicit and to the point. Mr. Higginbotham can rest assured that we do "have what has been needed for a long time" . . . a rugged, precision-built, thoroughly dependable make-up water feeder for receiving tanks. We engineered it that way!

So we suggest that you do as he did: check up on the make-up valve control you are using. Then, if it's operating as badly as most ordinary controls do, simply check the tank opening dimensions with those given here and tell us which flange-form you need—the 21, 121, 221, or 321.

While you're at it consider the possibility of also installing the finest feed-pump control—the McDonnell No. 150. It also has provisions for wiring as a low water fuel cut-off and low water alarm. Do it today. A hint to the wise is sufficient.

MCDONNELL & MILLER, INC.
3500 N. Spaulding Ave., Chicago 18, Ill.



For December, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Printed 1950
1950

F. O. HIGGINBOTHAM, PRESIDENT

WHITE'S LAUNDRY & CLEANERS, INC.
OUR BUSINESS IS IN YOUR INTEREST

COS. JOHN AND ALICE STS.

GOLDSBORO N.C.

June 17, 1950

McDonnell & Miller, Inc.,
1200 Wrigley Building,
Chicago 11, Illinois.

Gentlemen:

We note with much interest your advertisement on page 106 in June issue of National Cleaner & Dyer, and believe as it looks like you have what we have been needing for a long time.

Our [redacted] receiving tank is doing very well, other than the main up water control valve, which is a source of constant trouble and has cost us plenty in wasted water.

It appears that your "121 series" is the type we need as the receiving tank opening for the water control is exactly as shown in your drawing. The bolt centers are 4 3/16" and are 5/8" bolts (four as per your drawing); therefore, please rush

as we use a heat exchanger, there is some back pressure on our receiving tank. However, I do not believe that it would normally exceed thirty pounds, since we have it vented to the roof. Smallest opening in vent is 1 1/8" in diameter. Trusting that this is all the information you will need to supply the control we should use, we look forward to receiving same as soon as you can get it to us.

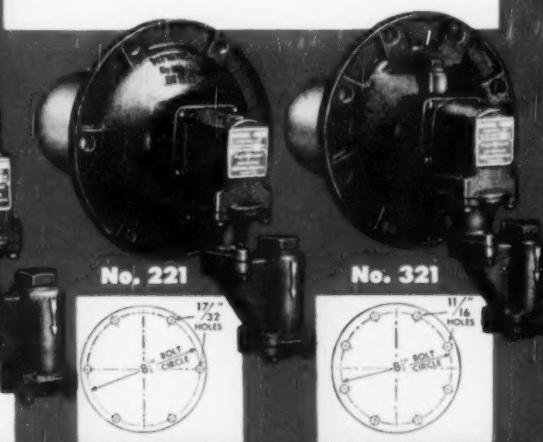
Yours very truly,

F. O. Higginbotham,
Pres.

FOR:

McDonnell "21 Series" of make-up water feeders for receiving tanks

Note the flange forms (see drawings) to fit most tank openings. These controls have the McDonnell cam-and-roller, straight-thrust stainless steel valve with powerful float action to seat tight against pressures up to 150 psi. Installed right on the tank, the 21 series feeds water directly into tank. Only piping is $\frac{3}{8}$ " cold water supply pipe. Every control is furnished with gasket and screws ready to install. Bulletin contains all facts.



MCDONNELL

Builder-Maker-Land Controller

*Important
News for ...*

DRY CLEANERS USING PETROLEUM SOLVENTS

The NEW Du Pont "Aridex" DCN Renewable Water Repellent is available now!

The new "Aridex" DCN gives dependable water repellency . . . that's easy to obtain. "Aridex" DCN is the improved water repellent you've been waiting for . . . that will help you get your share of water repellent profits.

Here's Why!

- ✓ "Aridex" DCN produces higher, dependable water repellency.
- ✓ "Aridex" DCN is concentrated (only 6-9 ozs. of "Aridex" DCN required per gallon of solvent) . . . which means lower costs and higher profits.
- ✓ "Aridex" DCN, after dissolving at 80°-90°F., can be used at room temperature (75°F. or above).
- ✓ "Aridex" DCN can be applied to garments in your regular dry-cleaning washer, wheels or dip tank.
- ✓ "Aridex" DCN is made by Du Pont . . . a name your customers know . . . a name that helps you sell quality service.

THE NEW "ARIDEX" DCN IS AVAILABLE NOW!

ASK YOUR SUPPLIER ABOUT "ARIDEX" DCN TODAY!

Use "ARIDEX" on

WEARING APPAREL

Raincoats Topcoats
Jackets Snow Suits
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Uniforms Summer Suits
Sweaters Corduroys
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HOUSEHOLD ARTICLES

Shower Curtains Slip Covers
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*

*For information and sales promotion helps, write
Du Pont Textile Service Section, 40 Worth Street,
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Aridex DCN
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RENEWABLE WATER REPELLENT



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

What are You Paying?

The INITIAL PRICE you pay for a drycleaning machine is Not its Cost.
It's what you pay month after month for solvent, supplies, labor
and maintenance!
Think of it this way... what is the machine paying you... in
continuous PROFITABLE production of QUALITY Drycleaning?

Saves
2 to 3 DRUMS
of SOLVENT
per
MONTH!

PROSPERITY 6-A Automatic DRYCLEANING UNIT



FEW SEPARATIONS OF FABRICS AND
COLORS ARE NECESSARY

- Most Silks and Wools are Cleaned Together
- Many Colors are Cleaned Together

THIS TYPE OF UNEXCELLED OPERATION
MAKES IT POSSIBLE TO:

- Keep Orders Together
- Simplify and Reduce Assembly Costs
- Speed up Delivery

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the Facts!

National CLEANER and DYER

Vol. 41, No. 12

EDITORIAL

December, 1950

PRICE—AND SACRIFICE

SQUAWKS aplenty are rising already from drycleaners all over the country about the impending defense program. There is plenty cause for much of it, although the Washington know-it-alls tell us it will be about three months before we feel the real pinch. Yet—we wonder if a lot of us aren't being a little unrealistic. After all, there's a war on!

Russia is our enemy, but inflation is one of her best allies—inflation in the U. S. A., that is. We aren't meant to have it as comfortable as we have during the past few years. We aren't meant to make big profits or big wages that will encourage us to bid up prices as shortages develop. There's a war on—against Russia and against inflation!

What do you care? Every advance in the cost of living is a cut in the buying power of pensions, or of annuities, or of interest payments. Permitting inflation to wipe out security for old folks is the surest way to a completely socialistic government.

The kind of grim austerity that has been pulling England up by her bootstraps needs to be reflected a little in this country. Not a socialistic bureaucracy, but a united willingness to sacrifice a little now to have a little later on is what will be needed.

Back in September we received a newspaper clipping from a Canadian laundry and cleaner that was guaranteeing not to raise its prices before the first of the year. We wish to commend the management of Burnett Limited for insisting on holding the price line as long as they possibly could. Those guys know who's in the front line in the fight w/ th inflation!

BUM REFEREE REPORTS

ONE of the shoddiest practices to come to our attention in recent weeks is the issuance of tailor-made referee reports by at least three different associations. As we see it, their only defense is that they have just recently started such a service and have had no experience with its effect on both drycleaners and the public.

A referee report, if the term is unfamiliar to you, is an "unbiased" analysis of damage to a garment and, if possible, an indication as to who was responsible for it. A "tailor-made" referee report is one guaranteed to absolve the drycleaner from any blame for the damage. There have been a number of cases where a drycleaner has thrown back a report to his association demanding one that whitewashes him more completely—and there have been associations that have done just as they were told!

What is the effect of such a flagrant whitewash?

As far as the drycleaner is concerned, it makes him

out a cheap crook. It opens to suspicion any claims he tries to make to the customer. It reduces any of his technical explanations to just so much mumbo jumbo. Nor should he think that whitewash doesn't go into circulation, for it will be one of the hottest tea topics for months. Finally, depending on whitewashes, this drycleaner is going to get more and more careless in his workmanship.

As far as the association is concerned, a few such whitewashes kill the value of all its referee reports dearer than a dodo. So, for the sake of appeasing an unscrupulous few, the balance of the membership is antagonized. The association as a whole gets a bad name with the public, and all its public-relations work becomes a laughingstock.

In the courts, the Better Business Bureaus and the arbitration committees all drycleaners will find it harder to have referee reports accepted as valid evidence, if these nearsighted few are granted whitewashes.

You can't fool all of the people even some of the time. Among your customers are chemists and wives of chemists, textile handlers in one form or another, and home economists by the score. You have had difficulty in getting them to carry the ball for you on serviceables just because you haven't given them a clearcut picture of what unserviceables are. Don't let your association disgust them with bum whitewash referee reports!

ARE YOU COVERED?

THAT old booby trap is set again for unwary drycleaners! As prices creep up on drycleaning equipment, building materials, and even on customers' clothes, too many of us are forgetting that our insurance policies are based on values of a year, two years or five years ago. Premiums that were giving us 100 percent coverage last year may be good for only 80 percent today. If dollar values continue to climb it will be wise to review insurance policies not only annually but even at six-month intervals.

Depreciation reserves are being affected in the same way. Money set aside for replacing a machine bought three years ago is quite likely to make a nice down payment, and no more, when you come to buy the new machine some years from now. Even if Uncle Sam won't let you deduct what you should for tax purposes, that extra dough needs to be set aside. Otherwise, like many a surprised cleaner following VJ Day, you will find the kitty won't be big enough to re-equip your plant.

BISHOP Cleaners WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



**BISHOP
FILTER
POWDER
INJECTOR
for cleaner
loads, cleaned
faster, easier**

Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation.

No. B2-7



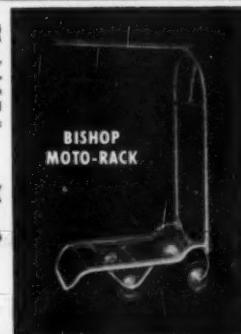
**BISHOP
MOBILMARKR**

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes: B2-133D (120#) B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



**BISHOP
MOTO-RACK**

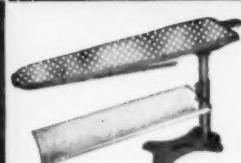


**BISHOP
SPOTTING BOARD**

All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron.
B21-5



GALVANIZED TRUCK TUB
Roomy, fast, safe. Sparkproof wheels. B229-G



**BISHOP
DRI-TOP IRONING BOARD**

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof.

B4-12

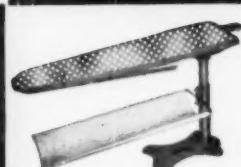
BISHOP BAG-O-TEER

Combined bagger, desk and over-head rack (for 3 sizes of bags) plus cage for reserve bag supply. Efficient, easy bagging in one acre yard of space. Heavy base needs no floor lags.
B30-1



CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs.
No. B2-100

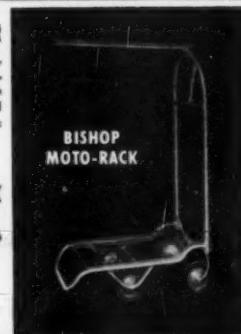


BISHOP CLOTHES CARTS

950 G. H. BISHOP CO.

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



**BISHOP
PRESPOINTING
TUB**

Prespotting Tub: Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray.
No. B20-1

✓ **CHECK THESE
LABOR-SAVERS
TO CUT COSTS
IN EVERY
DEPARTMENT...**

MARKING ROOM

BISHOP MobilMarkr
BISHOP Marking-In Table
BISHOP Clothes Carts

CLEANING ROOM

BISHOP Galvanized Truck Tub
BISHOP Porcelain Measure,
Pail
BISHOP Filter Powder Injector
BISHOP Drum Cradle

SPOTTING DEPARTMENT

BISHOP Spotting Board
BISHOP Prespotting Tub
BISHOP Clothes Carts
BISHOP Pants Cart

BAGGING & SHIPPING

BISHOP All-Purpose Tables
BISHOP Bag-O-Tear
BISHOP Moto-Rack
BISHOP Garment Racks

WETCLEANING

BISHOP Wetcleaning Table

FINISHING

BISHOP Dri-Top Ironing Board

SORTING & ASSEMBLY

BISHOP Cleaners Sorting Reel
BISHOP Belt & Tie Reels
BISHOP Invoice Desks

G. H. BISHOP CO.

CHICAGO 11, ILLINOIS
MANUFACTURED SINCE 1893

Order Now FROM YOUR SUPPLIER



WE ARE OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO 11, ILLINOIS

LANGLEY'S BABY PLANT

Strikebound Giant Turns to Package Plants
With Some Questions Answered by Test Unit

by WILLIAM R. PALMER

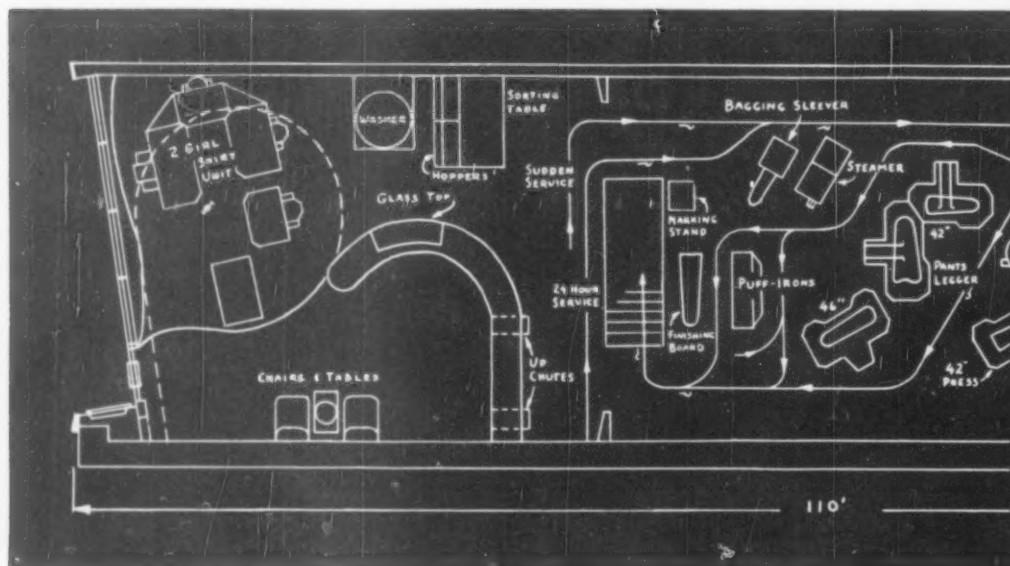


FRONTS OF LANGLEY PLANTS have very striking color scheme of black and lemon-yellow. When closed the door appears to be hung with three framed pictures.

CONCEIVED during the balmy boom of the late twenties, the huge plant of Langley's Ltd. in Toronto, Ontario, plowed through the dreary depression and wild war years without succumbing to the fate of so many of its big brothers. Then on last October 6 the union's hired hands lined the street, forcing plant employees to join a strike for union recognition and higher pay. This despite the fact that Langley's rate of pay was as high as that of any cleaner in Toronto, and the P & L statement could not warrant a higher labor cost.

Langley's directors decided to call it a day! An option to sell the excellent multistoried building was arranged, and all the equipment was unhooked. The executive and supervisory staff, with a sprinkling of employees, set about returning the garments in process and clearing out the storage vaults.

For some time the Langley management had been debating the advisability of disposing of the big centralized plant and setting up a chain of package plants. They had even gone so far as to set up a pilot package plant as a separate corporation (Langley's Danforth Ltd.). At the time of crisis, however, they had



DOTTED LINE OVER FRONT SHIRT UNIT is outline of "overhead" which houses air-conditioning duct, besides looking modernly



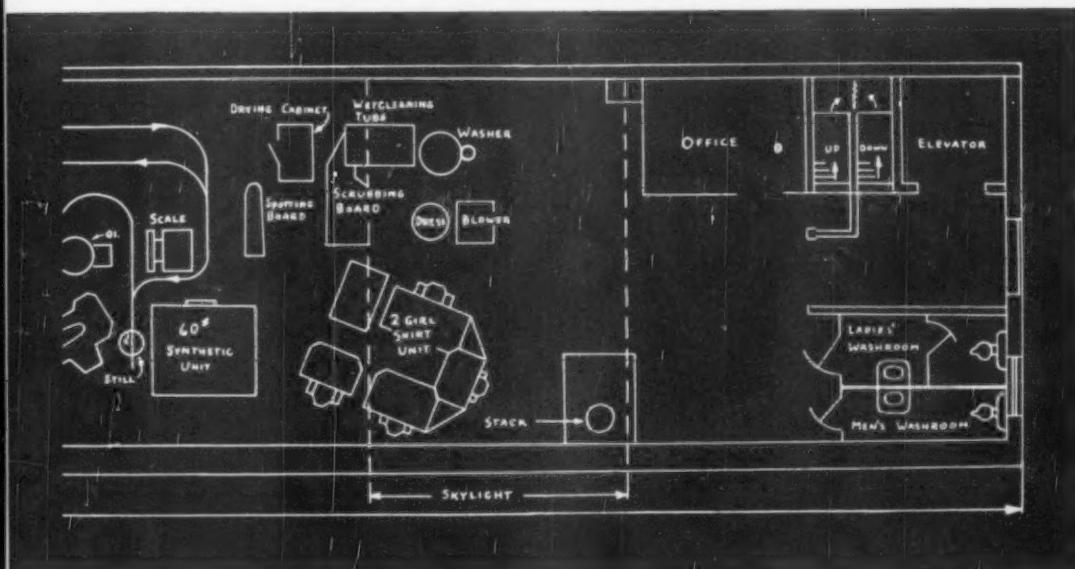
SHIRT UNIT IN WINDOW and behind counter has desired stimulating effect on shirt volume. Note spotlight, air-conditioning vent, sound-proofed overhead. Store is quiet enough to permit conversation in normal voice.

settled on the idea of retaining the big plant to handle sidelines and difficult garments, with package plants giving quick service on the simpler garments. The union changed their minds for them!

Three and possibly four more package plants are now either started or planned. A few of the Langley

pickup stores are being closed, several are being serviced by a second shift in the Danforth plant, and the rest are farming out their cleaning to other firms.

The public reaction has seemed entirely sympathetic to Langley. How strongly this sympathy and the Langley name for quality work will hold customers during



decorative. Sorting table back of shirt washer covers chute for finished shirt bundles down to finished garment storage room



CUSTOMERS, WHEN WELL TRAINED, leave work at left, pick up finished garments by cash register behind sign on counter

the transition period remains to be seen. The odds seem to be in favor of holding enough to assure profitable operation of the package plants now proposed.

The Danforth plant as a testing ground has proven several important points to the Langley management. It has also left several questions unsolved. It has shown that lack of adequate parking facilities in the neighbor-

hood does not prevent getting volume but makes enough difference to warrant paying considerably higher rent to have parking available.

The showmanship of a shirt unit in the front window is worth many dollars of advertising. The showmanship of a complete plant in view of the public, at a sacrifice of one-floor operation, is more difficult to evaluate.

Balance of volume and traffic on one hand against floor space and equipment capacity on the other is difficult to determine. The Danforth plant was not handicapped for floor space. The accompanying layout represents an area 110 by 21 feet. Of the equipment shown, one 2-girl shirt unit and a utility press have been added to the original setup, and a 60-pound cleaning unit has replaced the 27-pounder.

Except for storage of finished work and for the power plant, the basement is virtually unused. To accommodate the unexpected volume now being handled, the wetcleaning department is being set up in the basement to make room for more finishing equipment. Whether this would have been necessary without the unexpected pickup-store volume is questionable, although volume through the front door has been showing fairly steady increases right along.

Floor Space Requirements

It is certain that if the finished garment storage were on the street floor the Danforth plant would now be very crowded, even without the emergency volume. So the Langley management probably is safe in assuming that 2,500 square feet of floor space is the minimum practical size to handle 1,500 to 1,700 pounds plus 600 to 800 shirts daily. A drive-in or a package plant near



SURPRISE IS USUAL REACTION first time customer sees garment pulled from under counter. Garments come up where clerk is talking down to attendant (could use microphone on counter above her). Shirts ride dumbwaiter on left

Engineers' Reports Prove Amazing Sales Impact of Sanitone Program!

FORM NO. 5500 5-50 SAN W.E.P.

EMERY INDUSTRIES, INC.

INTER-OFFICE CORRESPONDENCE

TO G. W. Boyd, Sales Manager, Sanitone
FROM L. E. Francis
SUBJECT State of Business Report

DATE

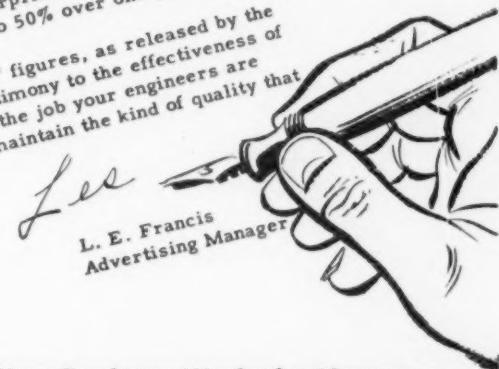
Dear Bill:

In going over the latest, rather large batch of Engineers' Reports which accumulated during your extended tour, I was impressed by the amazing increases in sales volume of a larger number of licensees. Of the slightly more than 100 plants studied across the country, only 6 were behind last year, 17 were even, and 82 had increases varying from 5% to over 100%. There was a surprisingly large number with increases ranging from 25% to 50% over one year ago.

In view of the recent "Trend" figures, as released by the NICD, this is astounding testimony to the effectiveness of Sanitone Advertising and to the job your engineers are doing in helping licensees maintain the kind of quality that sells. Congratulations.

Lee

L. E. Francis
Advertising Manager



This Peek Behind the Scenes Shows How Sanitone Works for Licensees

Here's an over-the-shoulder look at what's going on constantly in the big national network of Sanitone Dry Cleaners . . . the continuous meshing of engineering, promotion, and advertising that keeps licensees' business on the upgrade. This is the one and only Sanitone Program which is aimed directly at

increased business, lower costs, and BIGGER PROFITS! It "hits" where it "aims" because it's the world's only program that combines a better kind of dry cleaning, effective engineering service, big scale national advertising, and complete local advertising and promotion material. Get the proof of how it works today!



SANITONE Dry Cleaning Service

EMERY INDUSTRIES, INC.

Cincinnati 2, Ohio



NUMBER OF PINS on rigs shows number of pieces, ready to clean, in each order. Invoices accompany each order.

good parking facilities could expect to do 50 percent more volume in 20 to 30 percent more floor space.

As stated, Messrs. George Langley, Gordon Henning and E. R. Jarman are still debating the wisdom of finished storage in the basement. The merits are opening up the plant operation to the customers' curiosity, encouraging inspection by customers and thereby keeping employees on their toes. It also makes for quicker contact between the production and sales personnel, when information is needed at either end.

The two chief drawbacks are the extra cost involved in conveying garments between the two floors, and the isolation of an employee from the rest of the group. Since flexibility is the backbone of package-plant operation, it is a problem to keep her production at an efficient level. That is not a reflection on her diligence but a management problem.

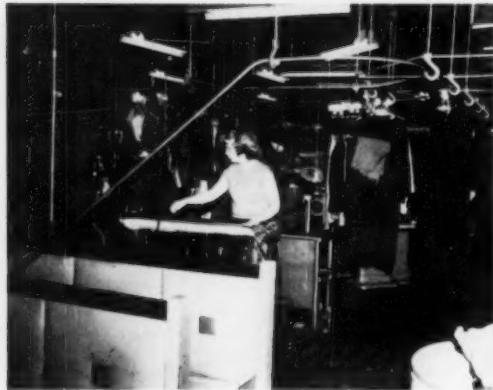
Finished garments go down the slickrack in the stairway to the storage room, which is in the basement below the counter and the shirt unit. Here the garments are inspected, bagged and racked by the storage attendant, who also was handling the minor repairs under normal conditions. She obviously needs help in season, has time on her hands in slack periods.

However, this employee must stick to her station, for when a customer presents a ticket stub, the order number is called down through the "intercom." The storage attendant picks out the order and hangs it on the conveyor. This conveyor is a common coat hook on a board that slides up and down between two "guides." These guides butt the edges of the board and lap the sides, holding it in place but allowing it to go up and down.

Notice, we said nothing about the storage attendant doing any assembling. This is because it was done at the drycleaning unit!

Assembly Starts at Counter

Actually, the separate parts of an order hardly ever get separated all through the plant. As an order comes in the counter girl hangs the pieces, using an assembly



SLIDE TO FINISHED STORAGE. Since most of work storage lines face the customers, they can see most of operations in plant. If curious, they are invited to step back and watch.

rig, with clip attached, that is suspended from the slickrack behind her. Coats and skirts are hung from the rig by regular garment hangers, while trousers hang by their belt loops from small hooks at the bottom of the rig. White and yellow copies of the invoice are folded and inserted in the clip so that the customer's name and the invoice number show plainly.

The order then hangs there until the girl has time to identify it. Attached to the rig are four big safety pins, all with the same number stamped on them. This number is also stamped on the clip holding the invoice, and is written on the invoice by the clerk when she accepts the garments. No order holds more than four pieces, including belts, and all pieces are identified by a numbered pin.

There are separate racks at the counter for the regular 24-hour service and for the "sudden service." Sudden-service work is cleaned off the rack for every new load, while the regular work takes its turn. Incidentally, 24 hours means just that. Invoices are stamped with the time of receipt, and garments are due out at that exact time a day later.

Silk and wools are invoiced separately and hung on separate rigs, so that they are already roughly classified as they hang on the long rail leading from the counter to the scales and drycleaning machine. From that line the cleaner can pick out what he wants for his next load or loads. Because the garments are hanging, he can inspect them quickly and thoroughly, prespot if necessary, and throw them on to the scales.

While the garments are in the cleaning unit, the rigs, with invoices still clipped to them, remain hanging on the line. As the garments are pulled from the unit they are dropped into a hamper only for long enough to start the next load. Then each piece is returned to its rig, pin numbers matched with the clip numbers.

As the garments hang there they are inspected for spots and stains, and the passups are pushed down their respective lines to the finishers. As a matter of practice, most of this inspection is done even while the garments are being hung, so that hanging and inspection are completed at the same time. However, each rig remains by the spotting board until all pieces belonging to it have been passed up, spotted or even wet-cleaned.

Therefore, when the rigs slide down to the storage



MORE
Summer profits!
anytime!

**USE DICALITE^{*} 7 to stop
 re-deposition of soil
 - gives whiter whites**



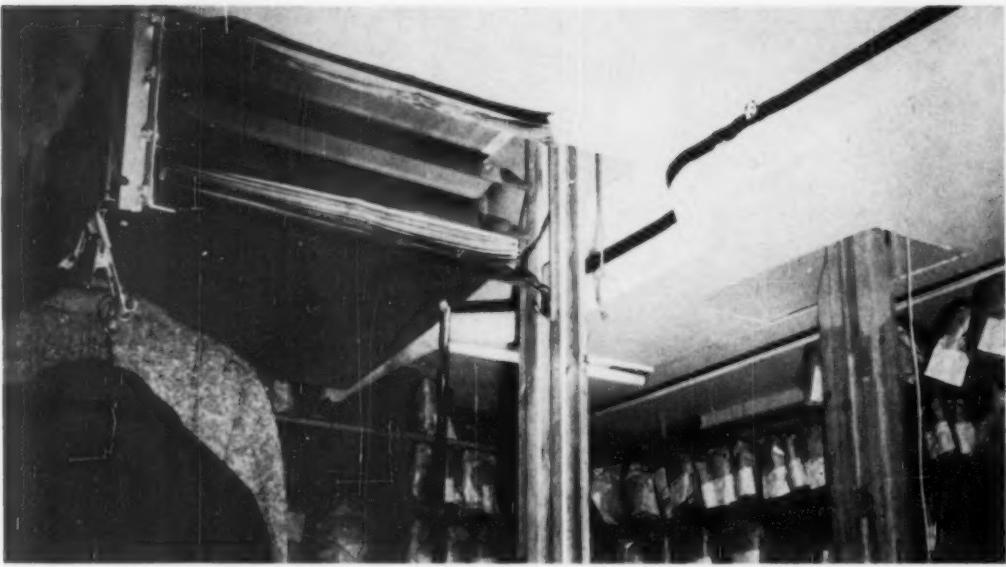
Stop re-depositing soil, increase soil removal and eliminate linting. That means more pass-ups, less re-running and spotting—more higher quality cleaning per day and more profit. Dicalite 7 filter powder will do this for you because it keeps static electricity under control; makes the solvent conductive so that the static passes off harmlessly through the washer ground. Cleaners also tell us it not only cures their static troubles but keeps pressure lower longer and saves filter powder because they can run longer between scrapedowns. Give Dicalite 7 a try—you can prove that it will make you more profit by saving needless extra work.

*Reg. U. S. Pat. Off.

Order DICALITE 7
 from your
 Supply Jobber

DICALITE DIVISION
 GREAT LAKES CARBON CORPORATION

New York 17, N.Y. • Chicago 13, Ill. • Los Angeles 17, Calif.



BAG RACK ON CEILING in finished-storage room, bagger in foreground, conveyors on right. Go-backs hanging on side of bag rack

attendant the orders have never been separated and their invoices have moved right along with them. She now inspects the garments, removes the numbered pins, bags the garments, staples one invoice on the bag and matches the other with a third copy in her file. If two bags are needed for the order, a "two part" slip is

marked with the name and rig number and stapled to the second bag. The orders are next racked by invoice number, and the rigs with their respective pins attached are tossed into a box for return to the store counter and re-use.

Simple, hunh? # #



END OF SLIDE RACK on right. Storage also on right in opposing rows cut by aisle. Bag rack on left

*Just Right
for You!*

THE HOFFMAN
Steamaster
"LITTLE SCOTCHMAN"
SCOTCH MARINE BOILERS

for Custom-Fitted
Boiler Service

- Models from 3 to 50 H.P. . . . 8 sizes . . . for gas or oil-fired installation.
- Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.
- Thrifty, low-cost operation . . . Scotch Marine, "two-pass" design saves fuel . . . longer tube life.
- Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.

Your choice of sizes 3 to 50 H.P.

With "custom-fitted" service, your boiler puzzle is solved for a long time. Your steam requirements are figured by the man who knows your equipment best — your Hoffman representative. He helps you select the "Little Scotchman" model exactly right for your present and future requirements. It's a can't-be-copied service — ask for it, and for the full details on "Little Scotchman" big savings, low prices and easy terms. Write or call today.

TOPS IN VALUE ... SINCE 1905


U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

~~ASK THE EXPERTS!~~

Quality Furs, Inc.

MANUFACTURING FURRIERS 533 SEVENTH AVENUE, NEW YORK 1, N. Y. - CHICKERING 4-8848

September 19, 1950

National Cleaner & Dyer
R. H. Donnelly Corp.
304 E. 45th Street
New York, New York

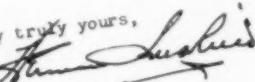
Gentlemen:

I have just had the pleasure of reading David G. Kaplan's "Fur Book", published by you.

For the first time, fur production techniques are explained and illustrated in a manner so clear and simple, even the layman can understand it.

To say that every furrier, whether he be a manufacturer or retailer, can derive much valuable information on manufacturing, repair and remodel techniques, only begins to describe the usefulness of the "Fur Book".

I wish it were possible to place this book in the hands of every fur buyer, salesman, processor, storage man, department store, specialty shop executive and others handling fur garments, so that all would properly appreciate the whys and wherefors of fur garment craftsmanship.

Very truly yours,
By 
Herman Suskind

HS:MC

*From one of the country's
most outstanding furriers*

*Here are just a few of the comments
of some authorities about*

THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

"No better praise for the latest of fur books to reach the market could be wanted than the subtitle of David Kaplan's latest work, which reads:

"A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling"

"And for once we're happy to receive a book that does live up to its promises. . . ."

"The Fur Book" is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed. . . ."

From the president of Bonis Bros. Fur Machinery Corp.:

"I was particularly interested in your sections on learning how to sew, and the other descriptions of sewing methods used on common furs. This is the first time I have ever seen these principles put down on paper and with pictures and all, let alone as completely as you have done."

If you don't agree with the experts—the purchase price of only \$7.50 will be refunded if the book is returned to us within five days. Send now for this

INDISPENSABLE TEXTBOOK FOR EVERYONE WHO HANDLES OR PLANS TO HANDLE FURS!

The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

PRICE ONLY

\$7.50

SEND IN THE
COUPON

NOW!

The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

CHECK

MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

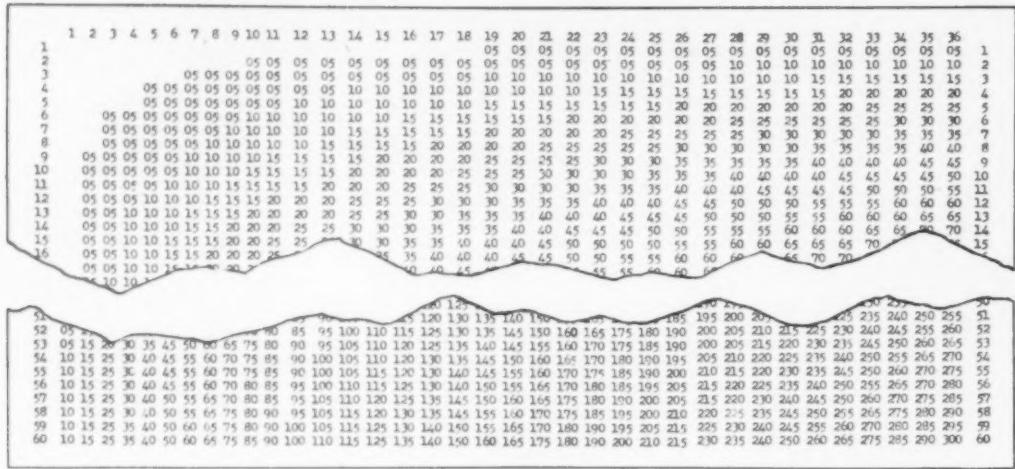
Name _____

Firm _____

Address _____

City _____

State _____



SECTION OF PRICE CHART used to figure surcharges for pleated dresses. Numbers at top give length of pleats in inches; numbers of each side give number of pleated edges. Blank area at upper left covers relatively plain dresses for which no extra charge is made.

HOW TO PRICE PLEATS

**Chart Instantly Gives Surcharges Based
On Total Yards of Pleating in Garment**

by JOHN J. DUNN

STANDARD and consistent pricing of pleated dresses is always a problem. Often two markers may estimate the same piece differently on separate trips to the plant. Nothing irritates the customer quite as much as a \$1.50 price one time and a \$1.75 the next. Overcharging penalizes the public while undercharging raises the cost percentage in the finishing department.

When pleated dresses made a strong comeback shortly after the war, Russell Jordan, manager of the drycleaning department of the Manhattan Company in Washington, D. C., faced the old problem of pricing pleats. He wanted a standard pricing scale which would reflect the actual additional time required by the finishers. Mr. Jordan achieved his goal by designing a chart which sets a surcharge for pleating at 5 cents per linear yard.

The complete chart consists of 36 columns and 60 rows. The column numbers at the top designate the length of the pleats and the row numbers at the side indicate the total pleated edges. The point where the two lines meet at the center of the chart tells the additional charge to be applied above the base price. For example, 10 pleats, 36 inches long, represent 10 yards to be hand-finished; consequently, the extra price, from the chart, is 50 cents.

Note in the accompanying illustration that at the 36-inch column, the charge for one pleated edge is 5 cents, two is 10 cents, three is 15 cents, and so on up at 5-cent intervals. At other points in the chart, however, the price does not rise as systematically. The reason for this

is that the price is set by the *nearest* linear yard. For example, one pleated edge 24 inches long is more than a half yard and calls for an additional price of 5 cents. On the other hand, two pleated edges, 24 inches long, measure less than a yard and a half and so they also carry a 5-cent surcharge. With three pleated edges of the same length, however, the price jumps into the next bracket.

At Manhattan the chart is framed in glass in front of the silk marker. An indicator which slides up and down over the face of the chart has horizontal slit which is large enough to reveal only one row of numbers at a time. The lower edge of this slit is marked off with the same numbers at the same intervals as the columns of the chart.

In pricing a fancy dress, the marker measures the length of the pleats and counts the pleated edges. She slides the indicator to the row designating the number of pleated edges and follows over to the column corresponding to the length of the pleats. She obtains the correct surcharge immediately without recourse to her own judgment or that of the superintendent.

The basis for the Manhattan chart is completely logical and relatively simple. Any cleaner could work out a similar scale to fit his own pricing policies.* That is, the same idea could be used for a chart figuring pleating at 3 cents a linear yard, 10 cents or any other desired surcharge. # #

*If your plant is pricing on a level identical with Manhattan, you could conserve time and effort by obtaining one of Mr. Jordan's charts rather than doping out one of your own. The drycleaning manager has a supply of charts and you can probably obtain one at a nominal cost by writing to him at 1328 Florida Ave., N.W., Washington 9, D.C.

for STODDARD or 140° SOLVENT

AUTOMATIC PETROLEUM

WASHER EXTRACTOR

the **MARTIN "66"**
COMPLETE
DRYCLEANING
SYSTEM

- Here is the formula for BIG PROFITS . . . and it's a fact . . . The MARTIN "66" with two tumblers can handle up to 6336 pounds or \$2000.00 volume per 48 hour week, at a solvent cost of less than $\frac{1}{2}$ ¢ per pound of garments.
- AUTOMATIC IN OPERATION even to the injection of soap and detergents . . . Permits the use of unskilled labor yet INSURES UNIFORM HIGH QUALITY . . . SAVE 90% of operator's time for other duties.
- EFFICIENT CLEANING with 40 inch drop and squeeze . . . NO SPECIAL FOUNDATION or BOLTING TO FLOOR . . . with patented vibration control.
- Send coupon today for informative brochure on the MARTIN "66" . . . packed with facts on how you can save on installation costs, space, and how to reduce operating costs to a minimum.

Name _____

Address _____

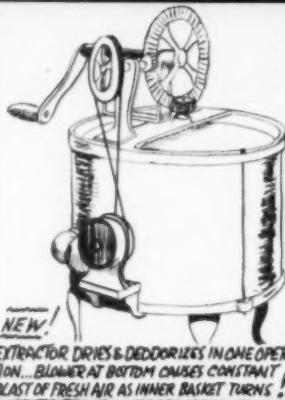
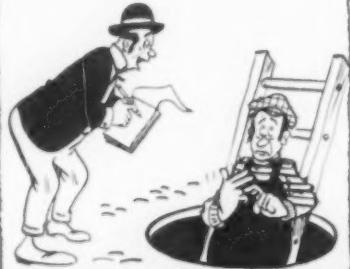
City _____ State _____

Martin EQUIPMENT CORPORATION
789 HERTZL AVE., BUFFALO 7, N.Y.

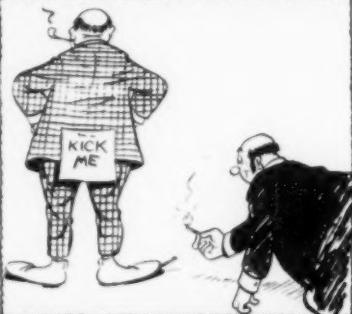
25 YEARS AGO...

DEC. 1925

2500 PLANTS, WITH 7500 WORKERS, DO YEARLY GROSS OF \$250,000,000... WITH U.S. POPULATION FIGURED AT 54,000,000, EACH FAMILY SPENDS \$11.90 PER YEAR FOR DRY CLEANING SERVICE.



KANSAS CITY GETS READY FOR THE NATIONAL CONVENTION OF MASTER CLEANERS... BIG TIME IS PROMISED AS HOSTS DRAW ON PAST EXPERIENCE FOR IDEAS IN ENTERTAINMENT.



10 YEARS AGO...

DEC. 1940

1940 BUSINESS BOOM LEAVES CLEANERS UNDECIDED ON PRICE RAISES AND EXPANSION PLANS... WILL BOOM LAST?



TRUCKS OF KRAUS CLEANERS, IN MEMPHIS, CARRY RED-CROSS EMBLEMS TO SIGNIFY DRIVERS ARE QUALIFIED FIRST-AID MEN... OFTEN HELP AT HOME ACCIDENTS.



TODAY! "THE LITTLE SHOP AROUND THE CORNER"



Pretty as a Picture
with
DREW DRISYN

DRISYN vitalizes the solvent—saturates garments with millions of active chemical atoms that pull out deeply imbedded dirt and stains of all kinds and locks them in stable emulsion that comes out at the filter without causing pressure.

DRISYN absorbs moisture—puts it to useful work cleaning water soluble stains—Drisyn can be safely used either with or without added moisture.

DRISYN is all pure detergent—does not contain water, solvent or other inactive materials. It is the original complete concentrate and can be used in any type of solvent. Makes a perfect, low cost spotter.

DRISYN is economical—one 5 gallon pail makes 275 gallons of the finest stock "soap" solution that will clean more than 6700 pounds—at a cost as low as 25¢ per gallon!

For rich, bright, snappy cleaning—"as pretty as a picture"—
order **DRISYN** from your jobber today!

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & Co., Inc.

15 EAST 26th STREET, NEW YORK 10, N.Y.

Distributing rights available to responsible jobbers in some areas



More profitable operation through American's advanced engineering

We at "American" are mighty proud of our slogan—*"More Profitable Operation Through American's Advanced Engineering."* It means much to us because of what it means to dry cleaning plants large and small throughout the world . . . the continual development of improved equipment that enables dry cleaners to operate more profitably . . . to grow and progress year after year.

Only a few years ago, who would have foreseen the development of dry cleaning equipment which performs all operations *automatically* . . . that beautifully cleans, extracts, dries and deodorizes in a straight-through, 30-minute cycle . . . and requires less than 2 minutes of the operator's time per load? Not many years back, the simple, compact petroleum solvent units now available for operation in restricted areas were unknown. Undreamed of were the automatic temperature controls we have today for safe drying of all types of fabrics without shrinkage. Slow, costly finishing methods of a few years ago have now been replaced by modern steam and air finishers which have more than doubled per operator production in many plants.

The story behind American's advanced engineering down through the years would take many, many pages to tell. But perhaps the brief glimpse behind the scenes we give you here will, in some measure, explain the deep pride we take in our slogan . . . how strongly we feel the challenge it implies. For the story has no ending, and never will. New visions, new horizons are always ahead, and will continue to bring far-reaching developments and improvements in dry cleaning equipment . . . *For More Profitable Operation Through American's Advanced Engineering.*

Main Development Engineering Building shown below is only one of a group of buildings on a 7-acre annex to our Cincinnati Factory and General Office, *devoted entirely to research and development engineering.* These buildings, along with development engineering departments and metallurgical laboratory at American's other factories, comprise a total of more than 31,000 square feet of floor space utilized exclusively for constant research and development of new equipment.





One section of Research Laboratory at American's Development Engineering and Research Annex in Cincinnati. Here, constant research in chemistry, textiles and dry cleaning techniques is conducted to discover and perfect new and improved approaches in the development and design of dry cleaning equipment.

Drafting Room at Development Engineering and Research Annex in Cincinnati. Here, under the direction of a large staff of highly skilled, creative engineers, the primary details of design are meticulously worked out and initial drawings made for all new developmental projects.



Section of Development Engineering Machine Shop at Cincinnati Annex, where first models of newly developed machines are built. After first models are completed, they are subjected to rigid and exacting tests conducted by trained technicians, in special testing buildings. After passing these tests, machines are placed in selected dry cleaning plants where they are constantly observed and checked under actual operating conditions, before being released to the dry cleaning industry.

In the Metallurgical Laboratory of American's own huge foundry at Rochester, N. Y., a busy staff of metallurgists and engineers, working with the most up-to-date, scientific equipment and instruments, is constantly engaged in testing and analyzing the chemical and physical properties of metals used, or having potentialities for use, in the design and manufacture of dry cleaning machines.



DRY CLEANING DIVISION

The

AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO





FIRM TRADEMARK "Booster the Rooster" gives out with his slogan, "Fresh as the Dawn," on company's trucks.

ORIGINALITY PAYS OFF

Novelty in All Advertising Creates Interest And Business for Seattle Dry cleaner-Laundry

ORIGINALITY is the keynote of all the advertising of Pantorium Cleaners of Seattle, Washington—in radio, television, newspaper display, billboards or any other medium. The man behind the program is John Weaver, vice president of the firm.

Pantorium sponsors a Radio Parade in which Bob Nickels, a top Seattle announcer, gives information on radio personalities. Whenever a radio celebrity visits the city he is interviewed over the air on Pantorium's program. The plugs for the cleaning firm are all the "my personal recommendation" type by the announcer, with snappy quips by Booster the Rooster, a cocky little cockerel hatched by John Weaver that appears in all Pantorium advertising, even on the trucks.

In the local newspaper Mr. Weaver uses display ads with lots of space, plenty of daring and always originality. A recent ad which rang the bell for Pantorium's "Lusterized" service consisted of a sheet insert in red and black. The ad showed two blouses, one cleaned in the regular way and one Lusterized, and asked the reader to make a test himself by placing a drop of water on each blouse. A drop of water placed on the first blouse made a big blotch. On the Lusterized blouse in the ad the drop of water stood up without penetrating the paper.

To get this effect, all the insert sheets were delivered at the cleaning plant, where the picture of the Lusterized blouse was treated with a wax compound.

"Sure it was a lot of work to treat every sheet for a big Sunday edition," Mr. Weaver said, "but the stunt was a new one and it created a lot of interest. Literally



ROOSTER TRADEMARK is starred even on radio program. Caricature is of Bob Nickels of NBC, master of ceremonies for Pantorium broadcasts.

thousands of people sent us work because of the test they'd made in the paper. It takes a lot of work if you're going to get results from your advertising dollar."

On television Mr. Weaver uses a short singing commercial showing a man all dressed up and ready to go out for the evening while his wife comes into the living room with practically nothing on at all. She had neglected to send her dress to Pantorium, she should have listened to Booster the Rooster. But ending happily like all good stories, she finally has her dress cleaned at the right place and they have their big evening after all. In a recent check on popularity, the Pantorium short was rated first in cleverness and interest over some 30 television commercials being used locally at the time.

Pantorium also uses a lot of billboards. For these Mr. Weaver prefers sites near his store and plant. An advertising engineer checks locations and all Pantorium

SPEED SPOTTING CHART

for removal of GENERAL stains remaining after cleaning

GREASE, OIL AND
WAX OR COLORED
PIGMENT STAINS

1 APPLY ERUSTO[®]
DRY SPOTTER

2 APPLY ERUSTO[®]
OIL, PAINT AND
GREASE REMOVER

PENN SALT

DIRECTIONS* If spot is not entirely removed by first step, proceed with treatments in the order in which they are listed. Stop with treatment which completely removes spot and proceed to rinsing.

*Ammonia, strippers, bleaches and full-strength spotters are not safe on all colors and fabrics. Always test first on unexposed portion. Do not rinse with steam after using bleach or stripper.

3 APPLY DILUTE AMMONIA SOLUTION

4 RINSE WITH WATER. APPLY ERUSTICATOR[®]

5 RINSE WITH WATER. APPLY DIGESTOR

6 RINSE WITH WATER. APPLY STRIPPER

7 RINSE WITH WATER. APPLY BLEACH

SWEET STAINS
OR UNKNOWN
SPOTS

1 APPLY STEAM OR
WATER SPRAY

2 APPLY MIXTURE
—1 PART WATER
AND 2 PARTS ERUSTO[®]
OIL, PAINT AND
GREASE REMOVER

RINSING
DRY SIDE

RINSE WITH SOLVENT OR ERUSTO[®]
DRY SPOTTER. FEATHER OUT AND DRY.

RINSING
WET SIDE

RINSE WITH WATER OR STEAM.
FEATHER OUT AND DRY.

Finishing Department



Copies for everyone! Just write to address on this page,
telling how many copies of this chart you can use.

3 BIG HELPS!

Erusticator • Erusto Dry Spotter
Erusto Oil, Paint and Grease Remover

PENNSYLVANIA SALT MANUFACTURING CO.

Dry Cleaning and Laundry Products
Widener Building, Philadelphia, Pa.



PROMOTION SPARKPLUG John Weaver, Pantorium's vice president

boards have top-interest locations.

The copy on all billboards features Booster the Rooster and the message comes from this pompous male. Pantorium offers a complete laundry service through its Metropolitan Laundry and half of the billboards stress laundry, half drycleaning. All boards are lit at night.

Pantorium's advertising budget runs well up into five figures but Mr. Weaver says he is able to hold it within the percentage bracket given as the average by the National Institute of Cleaning and Dyeing. The big point to remember, he says, is how you spend your advertising money.

And he might add, how much originality you put into it. # #

I dare you... to make this simple test.

You can't find anything better than our new "Lusterized" cleaning process ... and it costs no more!

Here's your proof...



Put a few drops of water
on this dry cleaned blouse...

- Absorbs moisture, dirt, and dust; it spots.
- Has no body.
- Looks used.



Now try this
LUSTERIZED blouse...

- Repels moisture, dirt, and dust; does not spot easily.
- Has original body and luster.
- Looks brighter ...
- LOOKS NEW!



LUSTERIZING a process which coats each individual fiber in one cleaning process. Saves money. Saves wear. Lusterizing holds the press, finish, and drape of garment.

DON'T SAY "DRY CLEAN" ... SAY "LUSTERIZE"!



an exclusive feature of the **PANTORIUM**

LAUNDERERS AND DRY CLEANERS

FOR PROMPT SERVICE CALL **MAIN 0050**

Listen to ANN STERLING, Mon. thru Fri., 3:30 P. M. KJR—BOB NICHOLS, Wed., 7:15 P. M. KOMO

WORK BUT WORTH IT was Sunday-paper ad (black and red) with "Lusterized" blouse actually treated to repel water

2 hr. Cleaning Service!



PANTORIUM
Aurora Plant



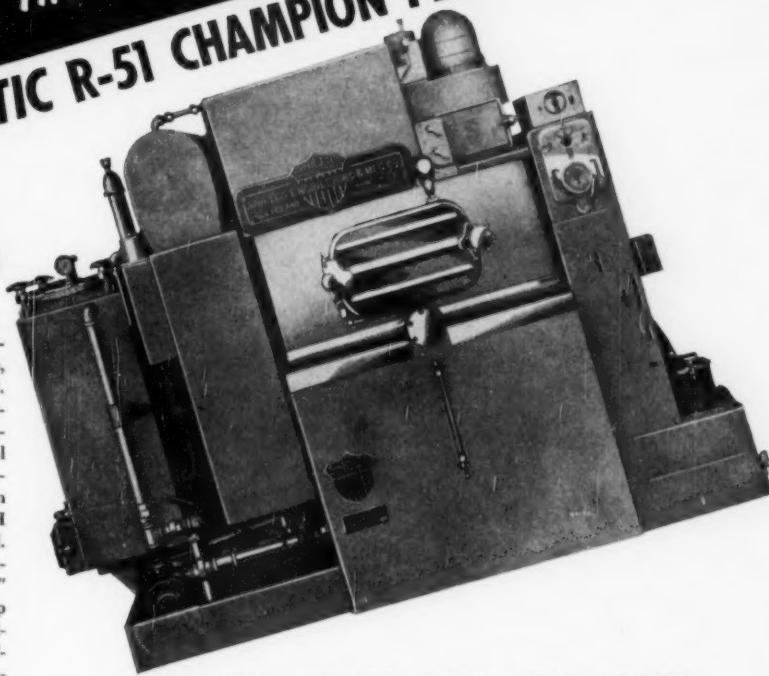
BILLBOARD FEATURES Booster the Rooster, here crowing about two-hour service.

for Greater Profits
in 1951 Install a SHIELDS...

AUTOMATIC R-51 CHAMPION PERCHLOR UNIT

CHECK THESE PROFIT-MAKING FEATURES

An automatic perchlorethylene unit with Recovery. Also, may be manually operated. 50-pound load capacity. 40-minute cycle. Washer, cylinder and condenser of Monel metal with bronze fittings—vibration-proof construction throughout unit; 1800-GPH filter; 40-GPH capacity still. Continuous filtration, independent distillation, 2½" dump valve, improved soap injector for uniformly emulsifying solvent and soap. Fool-proof and economical operation. Reserve tank supplies solvent for rinsing and balancing solvent in system. All parts of machine easily accessible. Rugged, compact drive mechanism operates quietly under critical load conditions. A PRIZE PACKAGE delivered completely assembled—dimensions 34" x 88" x 78" high—permits entry through 35" door opening.



MORE PRODUCTION WITH LESS LABOR— IN LARGE OR SMALL PLANTS!

That's mighty important in these times of increasing labor shortages. In large plants one man can tend several units (load and unload). In small plants he can do spotting and other odd jobs while machine is in operation.

Remember, Garments go in Dry and are Taken out Dry—A big aid to Greater Profits.

**COMPARE AND YOU'LL BUY A SHIELDS — THAT'S
WHAT MANY LEADING DRY CLEANERS ARE DOING!**

SHIELDS ENGINEERING & MANUFACTURING CO.

272 E. 156TH ST.,

CLEVELAND 10, OHIO



MAIL THIS
COUPON FOR
COMPLETE INFORMATION

SHIELDS ENGINEERING & MFG. CO.,
272 E. 156th St., CLEVELAND 10, OHIO
Gentlemen:

Please send full information about the SHIELDS
AUTOMATIC DRY CLEANER.

NAME _____

COMPANY _____

ADDRESS _____

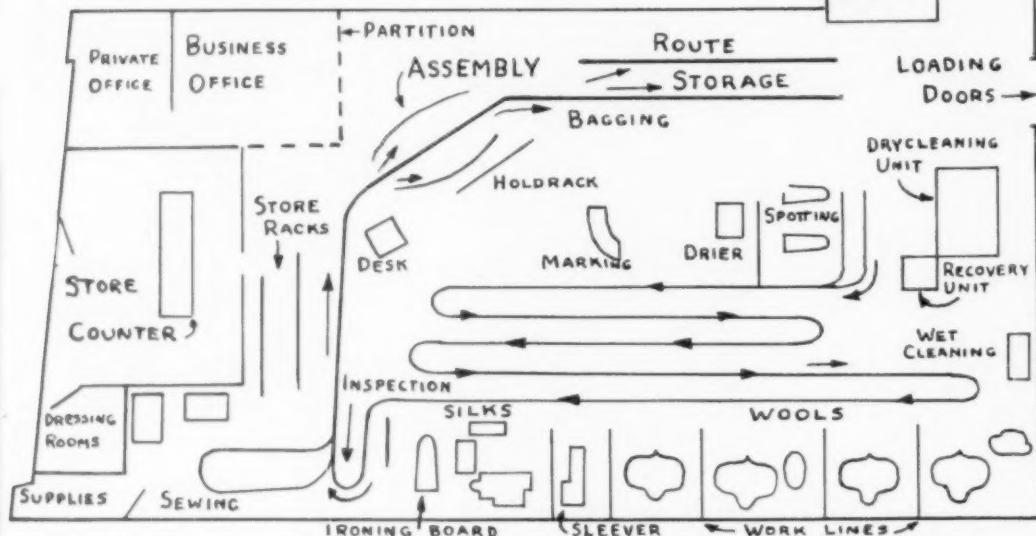
CITY _____

STATE _____

LAYING OUT A PLANT

Careful Planning Sets Up Work Stations
Served by One Continuous Express Rail

by JOHN J. DUNN



ABOUT a year ago Mr. and Mrs. Arthur Copeland began plans for their new cleaning plant in Cedarhurst, Long Island, not far from New York City. They knew the layout of equipment would not be whipped off in a couple of hours.

As a preliminary step a suggested layout was obtained from the National Institute of Cleaning and Dyeing. This blueprint, which called for separate wool and silk finishing sections, was altered in favor of a plan to arrange all presses along one wall. Like many cleaners Mr. Copeland preferred an on-line finishing layout because of its simplicity in piping, though possibly requiring an extra step by operators.

The Long Island plantowners made scale templates of all their equipment and jiggled them around on the building blueprint. As the proposed layout neared completion an NICD representative was called in to aid in clearing up the final details.

Today the Copelands are satisfied that they have obtained a highly efficient layout for their type of plant. Operating two trucks, the firm offers a four-day service at an above-average price. Most of the volume is pickup-and-delivery and a large part is carried on monthly charge accounts.

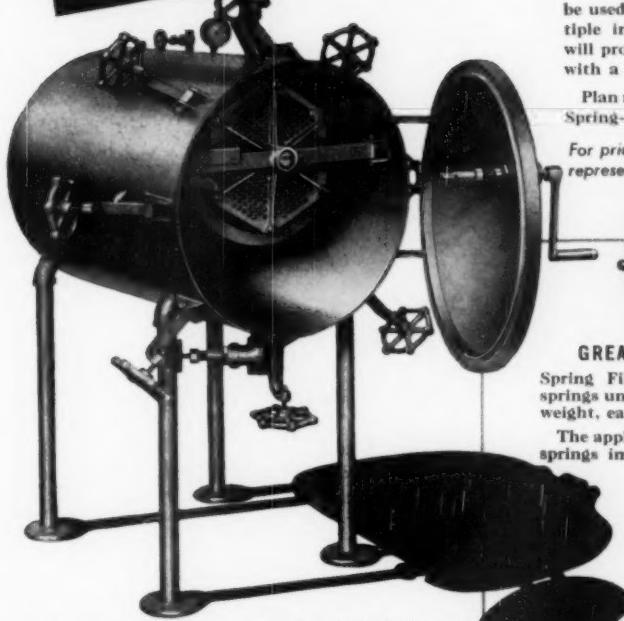
The influence of these factors is apparent in the layout. For example, the rack space provided for the



OWNERS Mr. and Mrs. Arthur Copeland study blueprint of plant layout. Scale templates represent various pieces of equipment; strings denote lines of stickrack.

Cut Costs...Improve Dry Cleaning Service

With the NEW
HUEBSCH
Spring-Type
FILTER



Sturdy construction and compact design are distinguishing features of the Huebsch Filter shown above with combination cleanout and access door open. Convenient height and large opening makes sludge removal easier and more accessible.

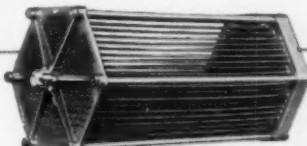
- Fast, Economical, Efficient
- Easier to Clean and Maintain
- Priced Lower than Conventional Filters of Comparable Capacity

Like all other famous HUEBSCH equipment, the new HUEBSCH Spring-Type Filter is designed and built to do a better job for you. It employs the time-tested filter cake method of filtering to the spring-type filter, resulting in substantially improved filtration.

The rated capacity of the HUEBSCH filter is 2000 gallons per hour, and this rating is conservative. If greater capacity is desired, two filters can be used side by side, or one above the other. Multiple installations of two, three or more filters will provide practically any desired filter capacity, with a substantially lower investment.

Plan now to save money by installing a HUEBSCH Spring-Type Filter.

For prices and further information, see your Huebsch representative or write, wire or phone us direct.



GREATLY INCREASED FILTER AREA

Spring Filter Unit above shows the individual springs under stretch or tension. The unit is lightweight, easily handled, and built to last for years.

The application of the pre-coat to the cylindrical springs immediately increases the diameter and area. With addition of more filteraid and foreign matter from each successive load cleaned, the area increases to as much as 100% greater than at the start.

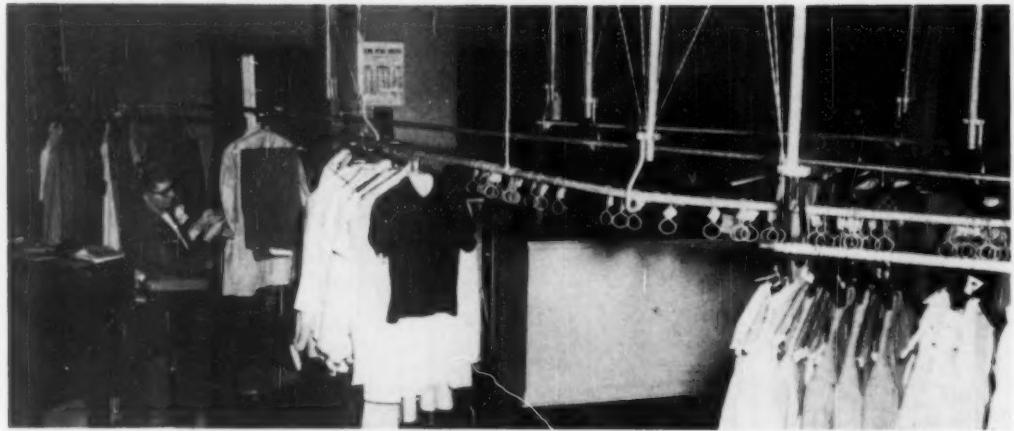
The filter unit is cleaned by simply rotating it in the solvent by means of the crank. No bags to clean... no scraping.

HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pant Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers • Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.



FORWARD SECTION of plant showing assembly bracket in foreground. Rack at right front holds incomplete orders. Note general office behind low portion at rear

store is rather limited. From the general viewpoint the plant is unusual in that a single slickrail continues unbroken from the drycleaning unit straight through to the route loading area. (See accompanying layout drawing.)

The forward flow of the garments through the plant is marred only by the location of the marking table. Originally Mr. Copeland wanted this section near the drycleaning unit at one side of the route unloading entrance. In the final layout, however, it was decided to locate the department at the center of the plant to get the operator away from the drafts near the open doors.

From the cleaning unit at the rear of the plant, all pieces are hung on the slickrack and move forward into the spotting department. Beyond this section the rail passes forward and back in a serpentine fashion forming five loops paralleling the press line. This feature provides storage space for a backlog of work in front of the presses.

Work racks are set up between the finishing units. New work is fed to these lines from the second loop

of rail behind the presses. The express rail immediately behind the presses is used to carry the finished work.

At the end of the finishing line the rail turns into the inspection department. Here it is joined by a loop feeding into the repair section. The rail passes across the forward end of the plant and turns into the assembly area. This department consists of two curved rails which bracket the express line. The plant uses a 50-order lot system and each of these side rails accommodates 50 orders or one lot. Incomplete orders are held aside on a short rack just outside the "assembly bracket."

After assembly the completed orders are shifted back to the center express rail and move down to the loading area where the end of the rail forms one of the two storage racks.

The speed line does a lot of looping and turning in its passage through the Cedarhurst plant, but it always moves forward and it eventually ends up a couple of feet from where it starts. And that is what the Copelands were after when they began juggling templates and tacking strings on the building's blueprint. # #



CENTER SECTION of plant looking over marking table in foreground to spotting and cleaning sections in rear. Slickrack at right leads to finishing units



EXTERIOR of Cedarhurst plant is white with firm name in distinctive green lettering. Building sections at each side of window house private office and dressing room

**LOOKED AT FROM ANY
ANGLE . . .**

BRUSH-OUT

Does it Better!

- Gets the Dirt at the Start
- Leaves Extra Costs for Spotting and Finishing In The Wheel
- Dry Side
- Wet Side
- On the Board

BRUSH-OUT IS THE ANSWER TO YOUR DRYCLEANING SOAP PROBLEMS

Brush-Out can be used in the wheel on the dry side . . . or as a moisture soap . . . or as a hand brushing soap or as a soaking solution.

Brush-Out gives you faster turn-over by really doing the work in the cleaning room.

Brush-Out therefore makes for better spotting . . . free of circles no dirt left.

COMES OUT IN THE FILTER

Brush-Out does not "build up" in the system and does not decompose to form mineral acidity in distillation. Therefore no still corrosion.

You Will See the Difference the Minute You Lift the Load

There is a Caled Product for Every Dry Cleaning Need.



**CALED
PRODUCTS CO., Inc.**
BRENTWOOD MARYLAND

It's so easy!

MOUNT • STEAM • DRY
REMOVE...that's all!

CISSELL GARMENT CONDITIONER

To finish ladies' and men's suit jackets and coats, simply insert the Aluminum Coat Adapter into slot of dress form. Each Cissell Garment Conditioner comes complete with a Coat Adapter.



TOP-NOTCH, EFFORTLESS CONDITIONING

You'll use a Cissell Garment Conditioner for conditioning, toppling and finishing preparatory to final touch-up—speeds entire finishing operation, provides plenty of air and steam.

Press a pedal and thoroughly steam; brush while steaming and, when necessary, use spray gun to break down hard-set wrinkles; lock pedal in position and let garment spin as it dries. What could be easier? And, best of all, here's what happens: body of garment from hip line up is finished quickly and easily—leaving only a minimum amount of touch-up. Garment is restored to its original shape and SOFT FINISH. Hard naps are raised. Seam marks are eliminated. There is no possible way to stretch

a garment. "V"-neck garments are finished beautifully and there is no "pulling" on neck line. Woolen garments are steamed without shrinkage by applying air directly after steaming—all shine is eliminated. When heated air is released after steaming, wrinkles disappear like magic. Actually as air passes through bags garment is held firm, smooth and wrinkle-free while its shape is being set. Ballerina skirts, bias-cut dresses, evening formals, sequin or velvet-trimmed, sheered or gathered dresses are beautifully conditioned and finished as the steaming and spinning feature keeps garments wrinkle-free.

Here's sturdy, solid construction—the kind you've learned to expect from Cissell.

CISSELL MEANS QUALITY!

Give 'em the SOFT, NO-SHINE FINISH and they'll come back for more!

**These four Cissell Units give you complete,
masterful silk finishing...WITHOUT PRESSURE**

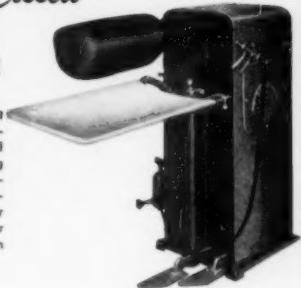
1. Use Cissell GARMENT CONDITIONER

...for use, preparatory to touch-up. Speeds entire finishing operation. Provides plenty of air and steam; easy to load and unload. Restores garment to its original form. Water Spray Gun and Condenser Assembly with whisk broom and tray is an integral part of unit. \$300.



2. Use Cissell SLEEVE FINISHER

...for sleeve finishing at its best. Prevents shrinkage or stretching. For all types of sleeves—long or short—of any material. Fast, simple operation. Handy Cissell Water Spray Gun attached for extra moisture when needed. \$225.



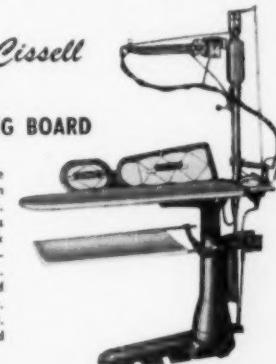
3. Use Cissell PUFF IRONS

...for steaming and ironing the difficult-to-finish parts of a garment. Famous Cissell Valve Construction—the heart of a puff iron. Available in single, double and triple table units. Complete triple table unit illustrated with Water Spray Gun and Condenser. \$152.



4. Use Cissell STEAM FINISHING BOARD

...illustrated with the Cissell Steam-Electric Iron with Water-Spray Gun. You'll see this unit, as the final stage in silk finishing, for skirt finishing and final touch-up. Hemlines are finished with aid of pleat setter. Complete price, \$320. (Steam-Finishing Board only, \$250.)



W. A. CISSELL MFG. CO., INC.

631 SO. FIFTH ST., P.O. BOX 1142

LOS ANGELES, CAL.

Foreign Distributors: Address correspondence to office, Export Dept.—Cable Code: CISSELL.

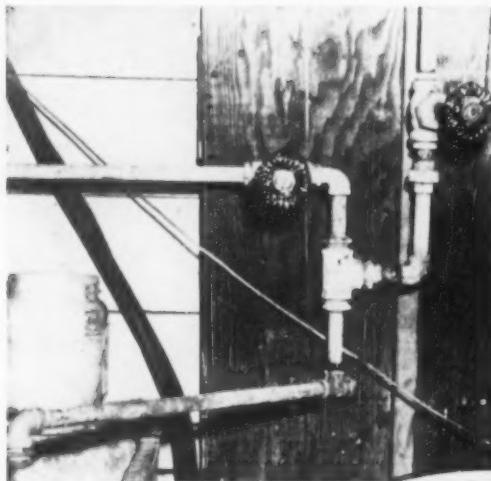
Pacific Coast Office — 4823 W. Jefferson Blvd., Los Angeles

Consult Your Jobber

Steam-Electric Irons with Steam Control • Water-Spray Guns with Steam Control • Straight Electric Irons • Puff Irons
Steam-Heated Metal Ironing Boards • Wood-Top Ironing Boards • Hammertop Finishers • Steam-Finishers • Collar Steamer
Steam-Finishing Boards • Vacuum Sporting Boards • Steam Spotting Boards • Spotting Units • Pre-Spotting Units
Steam Dryers • Laundry Boards • Water-Spray Guns • Boiler-Electric Systems • Water-Level Controls • Water Heaters

WATER SUPPLY

Two Ideas From Boiler Rooms of West Coast Plants Help in Wetcleaning and Drycleaning Departments



TWO VALVES AND WATER HEATER in wetcleaning department of Dea Cleaners, Coquille, Oregon.

A STEAM water heater that gives hot water instantly at any desired temperature was worked out by Paul DeWoody of Dea Cleaners, Coquille, Oregon, for his wetcleaning department.

The cold water comes through a $\frac{1}{2}$ -inch pipe into a 1-inch "T." The bushings and female threads of the "T" were drilled out so the $\frac{1}{2}$ -inch cold-water pipe would go through. Into the "T" arm a $\frac{1}{2}$ -inch steam line is connected with a valve on the steam line ahead of the "T."

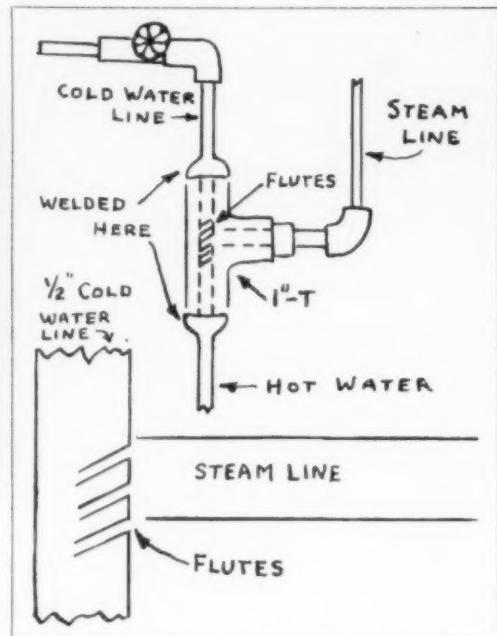
In the section of $\frac{1}{2}$ -inch cold-water pipe which is inside of the "T" and just below the steam line, three $\frac{1}{8}$ -by- $\frac{1}{2}$ -inch flutes were cut at 45 degree angle down. The "T" is welded on to $\frac{1}{2}$ -inch lines.

The steam hits the flutes and forces the water from the cold-water line on through. The temperature of the water depends on the amount of steam allowed to go through the flutes, which is controlled by the valve on the steam line.

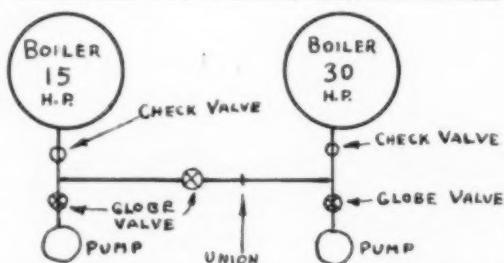
"The whole thing cost around two dollars," Mr. DeWoody said, "and we have used the heater for two years without one bit of trouble of any kind."

Boiler Connection

When the Colusa (California) Laundry built a new drycleaning addition, a new 15 hp. boiler was installed for the cleaning plant. A 30 hp. boiler operates the laundry. The two boilers are connected through the pumps so that if either pump goes out, both boilers



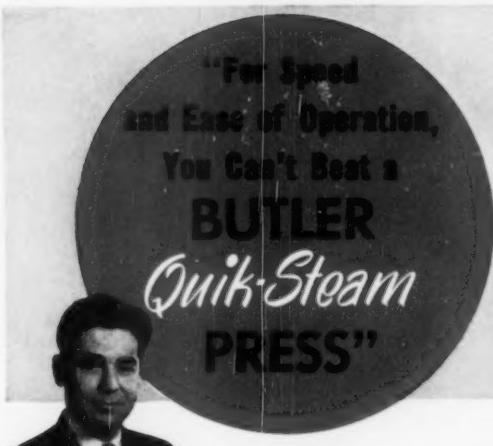
WATER HEATER and valve arrangement shown in rough diagram. Drawing of bottom is close-up of flutes.



CONNECTION PERMITS use of either pump in case of emergency.

can be operated through the remaining pump in case of emergency.

"On the inlet to the 15 hp. boiler," co-owner L. M. Ross said, "we installed a 'T', a globe valve and a union, then into a second 'T', which connects to the 30 hp. boiler. The second pump is connected to this 'T.'"



A. L. Halleck
Halleck Cleaners
Ashland, Kentucky

"For thirty years I have been using various makes of pressing machines. In all my experience, I have found no press that will come up to the Butler for speed and ease of operation.

"As you know, I bought my first Butler press about fourteen months ago, and the second press about eight months ago.

"I now find that my presses turn out more garments a day because Butler presses are by far the fastest and easiest to operate."



"Those Butler Quik-Action controls really help us turn out more work and do it easier," says Mr. Halleck, pictured in finishing room of Halleck Cleaners.

Speed Up and Improve Your Finishing with a **BUTLER**

Quik-Steam **PRESS**

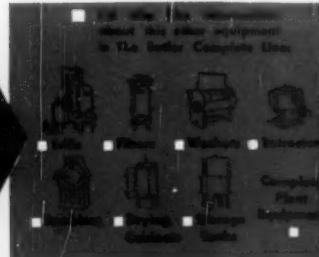
For quicker, easier operation . . . faster, better pressing, let Mr. Halleck's thirty years' experience be your guide—buy Butler!

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CLEANED, CELLOPHANE-WRAPPED TOYS ready for delivery are displayed behind counter of Boston store

HOW TO CLEAN TOY ANIMALS

Hand Brushing and Heavy Extraction Main Pointers for Processing Stuffed Pieces

by JOHN J. DUNN

WHAT with proud parents, doting grandmothers and generous uncles, the average child of today has at least one stuffed toy animal. The pandas, lambs and pussycats may be clean and sanitary on Christmas morning—but not for long. And no matter how dirty the toys become, children will always insist on putting them in their mouths. These factors have provided Abe Kaye of Swift Cleaners in Boston with a profitable sideline in the renovation of stuffed animals.

After experimenting with the toys belonging to his own children, Mr. Kaye worked out a procedure which employs hand brushing on the wet side followed by a heavy extraction. These are the key points in the procedure. He found drycleaning solvent was impractical on these pieces since it was difficult to deodorize after it had sunk into the padding. Moreover, the toys are usually made of some type of cotton fabric which calls for wetcleaning. Light extraction, he discovered, greatly prolonged the drying period and frequently left a residue of soap which produced brown stains.

Most of the stuffed animals are placed on the scrub table and brushed down with water and a wetcleaning soap. They are rinsed with a hose and dipped in a final rinse bath which contains a low percentage of acetic. With a load of stuffed animals the extractor is brought up to top speed and allowed to run for about another minute.

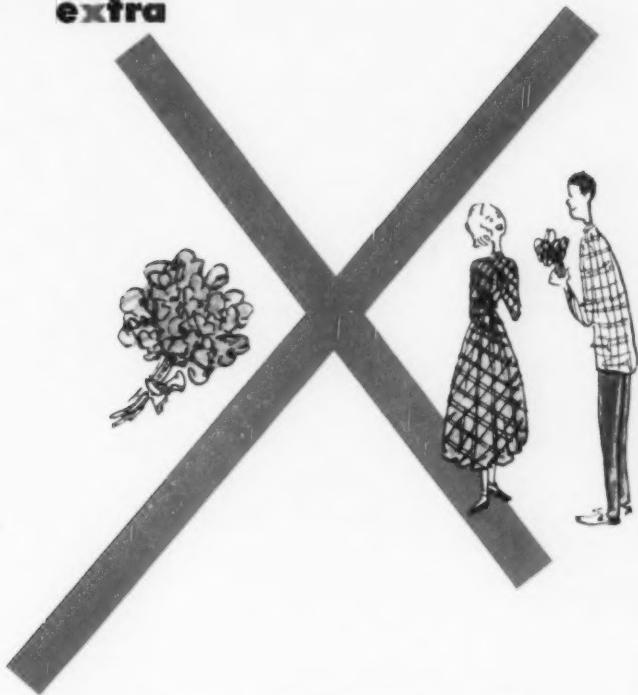
The damp and somewhat flattened toys are patted



ABE KAYE, operator of Swift, illustrates how wire brush is used to raise and soften nap of cleaned toy

the all-important

extra



A corsage means a lot to your lady fair.

MONITE Insured Mothproofing means even more to your value-seeking customers.

Each is an **extra** . . . the corsage an extra thoughtfulness, MONITE an invaluable extra service at **no extra cost**. Each is that **all-important extra** that every time will tip the scales in your direction.

Do you know that in spite of our increased costs, the cost of MONITE has not increased since July 1941?

Still only 1½ cents per garment!

Applied in the wheel . . . no extra labor or equipment required.

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back into shape and hung to air-dry for about two days. If a customer is in a hurry—and this is rare—the drying time can be cut in half by placing the pieces in a heated cabinet.

After drying, the animals are brushed down with a small wire brush which raises the nap and tends to soften the "fur." The finished pieces are wrapped and sealed in cellophane. The packaging contributes materially to the final appearance of the job.

On some of the toys that come into the plant, the regular procedure must be altered. For example, Mr. Kaye receives a few stuffed animals covered with genuine fur, probably rabbit. For these pieces he makes up a paste of cornstarch and carbon tetrachloride or some other quick-drying cleaning agent. The paste is rubbed into the fur and left to dry overnight. The next morning the fur is patted and vacuumed to remove the

powder. The dirt is picked up and carried out by the cornstarch. In a small way the procedure corresponds to the furrier's method of cleaning.

A toy animal with a built-in music box or sounding device is another example of a piece which cannot be handled in the routine way outlined above. Obviously, a thorough wetting out or a hard extraction will tend to damage the inner mechanism. The outer surfaces of these pieces are washed quickly with a brush dipped in a soap-and-water solution. A second brush is used to rinse off the suds. The toys are wiped with a towel and left to dry overnight. The results are seldom "like new" but there is a definite improvement in appearance and the procedure is as effective as possible under the circumstances.

While Mr. Kaye reports little difficulty with fugitive colors, he does have trouble with some of the hard plaster faces made of a material similar to that used in kewpie dolls. With these pieces the extraction period is shortened to prevent the faces from caving in during processing.

The stuffed animals are marked with a tag stapled to one ear. Also, the pieces are hung from the ears for drying. This always seems to be the strongest part of the toy, since the manufacturers realize the ears will suffer most from hauling and tugging.

Mr. Kaye admits that most of the pieces don't come out looking just the way they did when they were new. The toys are usually pretty dirty when they go to the cleaner and any improvement is appreciated by the customer. The service is sold on its sanitary aspects rather than a guarantee of perfect appearance. In every case the toys are accepted at customer's risk.

A stuffed animal of an average size is cleaned for one dollar. The large pandas bring two dollars, while pieces with genuine fur are sold for a dollar and a half. A piece can be cleaned on the scrub board in about three minutes. If we figure an additional two minutes for currying and packaging, we find a one-dollar job demands a total of five minutes' labor time in the plant. Although Swift also does work for orphan homes and charity organizations, this volume is done at cost and must be considered as a community contribution rather than a true addition to income.

No cleaner will be able to build a business on stuffed animals. Like many another sideline, however, any volume done in toys will bring a profit percentage far in excess of that produced by suits, dresses and other routine items. # #

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REVOLUTIONIZED MARKING METHODS OVERNIGHT

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It surrounds each tiny fiber of the fabric
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LEGAL DECISIONS



by A. L. H. STREET

Broken Agreement To Insure Garments

A New Jersey cleaning firm agreed to clean and press a woman's coat for 40 cents including a one-cent charge for securing fire insurance to cover loss by fire. The firm sent the garment to a "wholesale" cleaning plant where it was lost by fire. Could the firm escape liability for the value of the garment on the ground that the wholesale cleaner carried insurance on garments, without any proof as to the nature of the insurance?

THE New Jersey Supreme Court decided that the firm was liable for the value of the garment, because it failed to show that there was any insurance that covered the garment. (*Lazar v. Cohen*, 22 Atl. 2d 414.)

The court said that when the firm issued to the customer a receipt for the coat bearing the words, "This garment is insured for loss by fire," it bound itself "to cause the chattel to be insured against loss by fire for the customer's benefit until its redelivery to her."

Mere proof that the wholesale cleaner carried some sort of insurance on clothing, *without any proof that it was carried for the benefit of the cleaning firm's patrons*, did not show that the firm had fulfilled its contract with the owner of the coat.

Comment: There was one additional point that possibly could have been raised against the cleaning firm in the New Jersey case. If, when the customer left her coat with the firm, she reasonably understood that it would do the cleaning and not send it out for cleaning, she probably could have collected the value of the coat on the ground that the firm took the risk of loss or damage when it entrusted the work to another firm. In other words, anyone who takes in garments for servicing implies that he will do the work personally, unless the patron is informed to the contrary. If the customer is not so informed and the garment is lost or damaged while in the hands of a third person without the customer's consent, the "cleaner" is liable regardless of the fact that he was not at fault for the loss other than in entrusting the garment to a third person.

Where the patron understands that the "cleaner" is a mere middleman and that the garment is to be sent out, the "cleaner" rests under no obligation other than to see that the third person to whom the garment is entrusted is reputable and deserving of the confidence of the public. So, the prudent middleman will be careful to select as the actual cleaner a wholesaler of established reputation and not send work to an irresponsible cleaner just because his charges may be below what reputable concerns charge.

Zoning Rights Lost by Vacancy

Does a period of vacancy jeopardize the right to operate in a certain location under zoning ordinances?

THREE is a possible tip in a decision rendered by the Louisiana Supreme Court in a case disposed of June 30, 1950, (*Onorato v. Rossignol*, 47 So. 2d 489.) Under a New Orleans zoning ordinance, where a cleaning establishment has been legally established in a

building at a certain location—in a residential district, for example—before any zoning ordinance was adopted, the right to continue it there will be lost if the building remains vacant for six months.

Onorato successfully sued to enjoin Rossignol from operating a cleaning plant next door on the ground that the premises had remained unused for that purpose for more than six months. The decisive question in the case was one of fact—whether the premises had been unused for six months or not.

There are probably ordinances to the same effect in many other communities. So, if a cleaner has any notion of ever returning to an old location, the circumstances may make it wise to use it to some extent in connection with the cleaning business rather than leave it vacant for longer than the time limit fixed by the ordinance.

Guessing What Caused Spots

A hand-knitted boucle dress, allegedly not previously worn, was sent to a cleaner. The customer called for it and tried it on at the cleaning establishment. It was then wrapped in brown paper and placed by her in a chiffon robe. When it was unwrapped a week later, brown spots were discovered on the front and back. In the patron's suit against the cleaner did the jury have a right to decide that the spots were negligently caused by the cleaner?

NO, decided the North Carolina Supreme Court in the case of *Wilson v. Perkins*, 211 North Carolina Supreme Court Reports 110, 189 Southeastern Reporter 179.

There is a rule of law that is given a fancy Latin name meaning "The thing speaks for itself." The rule is often applied in cases where the plaintiff's property has been damaged while in the defendant's custody, under circumstances that justify a reasonable assumption that the damage would not have occurred had the defendant been careful. But that rule does not apply where the circumstances are such that it is just as probable that the damage resulted from a cause for which the defendant is not liable as from a cause for which he is liable. The court said that was the situation in this case. In short, it was just as likely that the spots were caused by inherent chemical conditions of the fabric or the patron's handling after she received it as by any fault of the cleaner.

INVITATION TO THE READER

In this department of *THE NATIONAL CLEANER & Dyer* Mr. Street, an attorney and author of a book on law for drycleaners and laundry owners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely upon your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

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Yes, when stretching or shrinking would be disastrous, 400 is the answer! Unique controlled-action is built right into the 400 formula. No moisture in your 400 plus correct Adco techniques in cleaning room assures thorough, customer-pleasing cleaning.

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Nose without screen to show water drain without clogging—no obstruction in bottom to interfere with cleaning.

Wetted Areas Don't Spread ... Perfect Control, Always

Yes, sir . . . here's the fastest for chemical-steam spotting . . . the Glover Concentrated Vacuum Spotting Machine. Makes the spotter master of every situation. No worries about feathering, tumbler drying, discoloration, sizing rings, "go-backs", water rings.

Concentrated pulling power for small stains or for hard-to-manage parts. Adequate tamping area, too.

Flush the spots away with water or dry solvent in a jiffy. Glover Concentrated Vacuum whisks away fluids, prevents spreading.

Handy, balanced gun has removable brush. Saves waste motions. Always handy for use, returns automatically to holder.

Black Formica top does not chip or pit . . . non-glare means less eye-strain.

Only TWO Pedals Control Steam-Air . . . and Vacuum

Perfect control . . . spot with any degree of moisture desired from bone dry to saturated with right pedal. Place brush-gun in position and spray steam down through fabric with rotary motion. To dry, place brush-gun as shown at right. Control hot air supply with left pedal . . . change from gentle hot air to strong blast of really hot air as pedal is depressed. Move brush-gun back and forth, right and left over area to be dried. While operator controls steam or air to exact requirements of the job, Glover Concentrated Vacuum is in constant action.

Bill for that cost- production SPOTTERS' MAC

THE STANDARD OF THE



SIMPLEX VALVE

Screwed-in, replaceable Stainless Steel Valve Seat. Can be opened, cleaned, returned to service in a matter of minutes. Spot with any degree of moisture, dry to wet. Dry with varying hot air pressure.

The Glover Spotters' Spotting Machine is the only machine engineered so that all three, the main board, garment basket, and vacuum arm may be adjusted to the operator's own preference.

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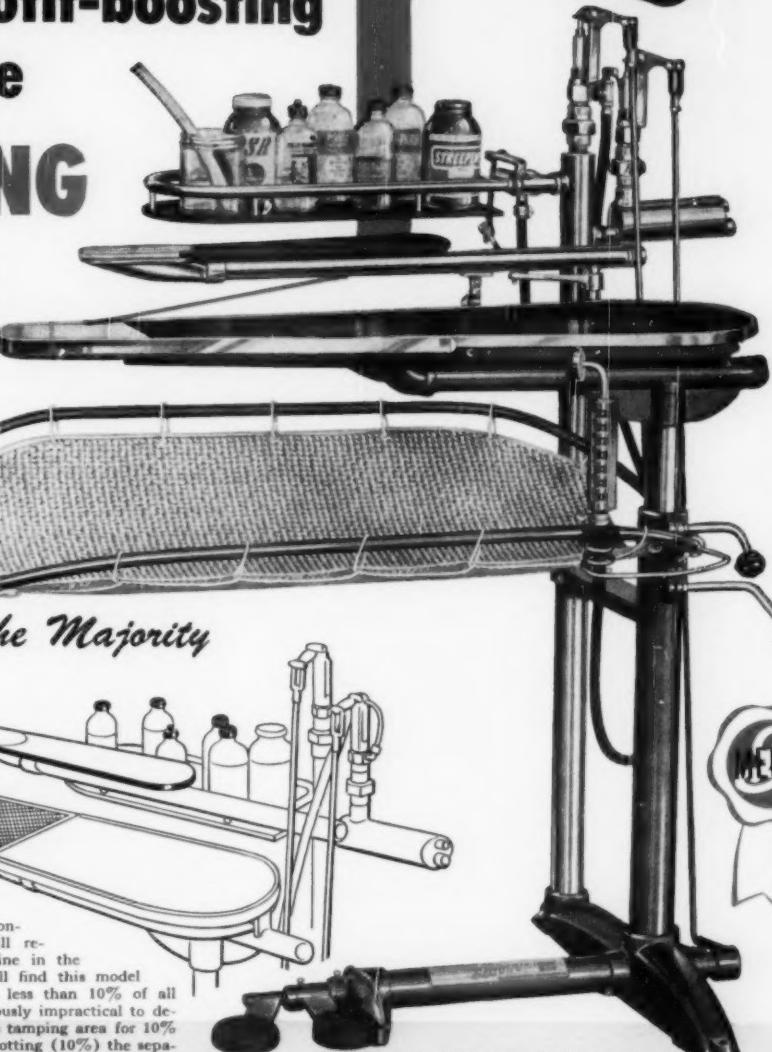
SPOTTING H I N E

INDUSTRY

The Choice of the Majority

The large screen top with overall vacuum combined with a separate Tamping Arm with Concentrated Vacuum in the nose will remain the featured Spotting Machine in the Glover line. The vast majority will find this model best suited to their work because less than 10% of all spots are chemical spots. It is obviously impractical to devote 90% of the spotting surface to tamping area for 10% of the spotting. For the chemical spotting (10%) the separate Concentrated Vacuum Spotting and Tamping Arm is ideal. The large screen area on the main board is a must for production steam spotting (90% of all spotting).

It's been the industry standard of excellence for years . . . now the Glover Spotters' Spotting Machine is greater than ever. See it, try it, buy it today. Reap your profits from its faster, better work.



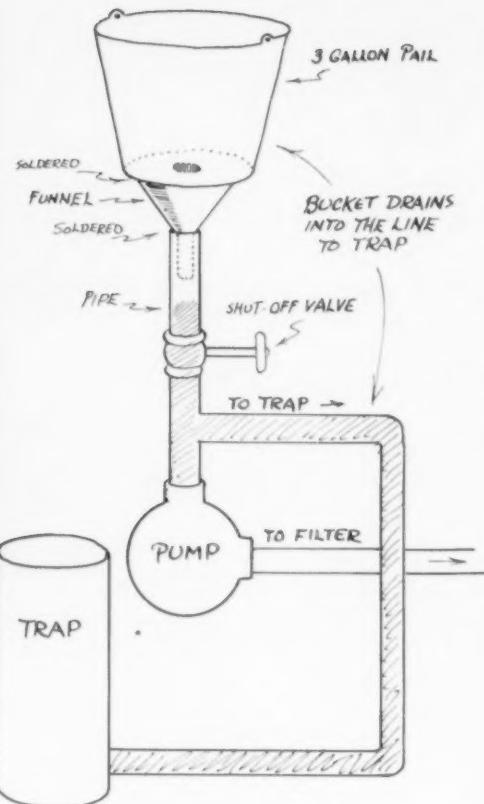
SEE YOUR JOBBER

Bill Glover
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GADGET FOR INTRODUCING filter powder used at Paul F. Kern Cleaning Co. Above right hand of cleaner Jimmy Grothaus 3/8-inch extension from air release cock on top of filter drops down to bucket, which drains into top of pump (behind trap in foreground). Jimmy's foot rests on line from pump to trap, which easily holds contents of bucket



HOW BUCKET IS SET UP is shown by diagram

FILTER TRICKS

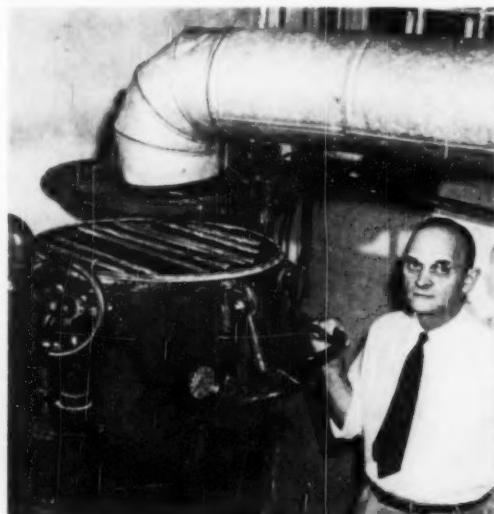
Methods for Introducing Filter Powder and Cleaning Filter Bags

by LOU BELLEW

A UNIQUE way of introducing filter powder into a bag-type filter has been devised by Paul Kern, operating the Paul F. Kern Cleaning Co. in Fort Madison, Iowa. In addition, he has figured out a way to make use of his tumbler exhaust heat so that he doesn't



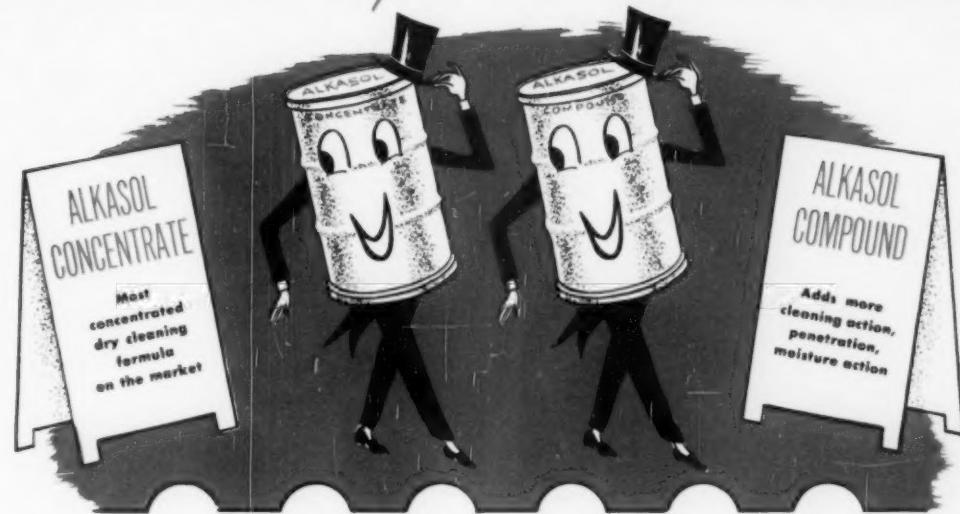
HOW PIPE IS RUN from tumbler to filter. With tumbler exhausting through wall, connection is made at damper-controlled T-joint at point just behind tumbler. Lid shown on top of tumbler is used to cover opening in joint when extension is removed after drying operation



OWNER PAUL KERN swung filter top aside and put section of pipe in place to show how heat from tumbler is directed on to bags

New! ALKASOL COMBINATION

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YOU GET THE FIRST *Complete* SELF-MIXED SOAP DETERGENT!



MERSON'S ALKASOL CONCENTRATE combines with MERSON'S ALKASOL COMPOUND to give you a complete, chemically-balanced solution that has the penetration and cleaning action for almost perfect cleaning.

This new, efficient combination works smoothly with no filter pressure. It takes out most spots right in the washer. It has no fatty acid.

Only the ALKASOL COMBINATION gives you this doubly-effective solution that

Costs less than 36¢ a gallon to make up:

(@ 12 gallon price)

1 gallon Merson's ALKASOL CONCENTRATE	\$ 8.50
40 gallons solvent	\$ 8.40
1 gallon Merson's ALKASOL COMPOUND	\$ 1.75
(plus 10 gallons water)	
	\$18.65

52 gallons of best-quality dry-cleaning detergent for \$18.65

— equals —

Less than 36¢ a gallon!

Your best work . . . and your biggest saving . . . begins when you ask your jobber for ALKASOL CONCENTRATE and ALKASOL COMPOUND.



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PRODUCT



have to put on clean bags each time he cleans out the filter.

Paul is celebrating his twenty-fifth year in the cleaning business in the same building in which he started. Like most operators of small plants, he has had to use a considerable amount of ingenuity to make certain jobs a little easier. For example, let's take the job of adding filter powder.

Precoating Filter Bags

While many drycleaners add the powder into the loaded washer, others feel this results in an unnecessary amount of brushing out. Even adding the powder to the solvent in the washer, without any garments to worry about, means running the washer for a few minutes in order to thoroughly mix the powder with

the solvent. Mr. Kern went on the theory that it would be a lot better to have the filter bags already coated with the powder before the main body of solvent entered the filter.

Originally, to do this he removed the plug from the top of the pump and poured the powder into this small opening, using a gallon measure. This was slow work, and finally he hit on the idea of using a three-gallon bucket. Cutting a one-inch hole in the bottom, he then soldered a large funnel to the underside and soldered its spout into a 12-inch pipe equipped with a shutoff valve. The whole affair was then inserted into the opening in the top of the pump, with the bucket apparently balancing on the top of the 12-inch pipe.

To get the necessary solvent into the bucket to mix with the filter powder, a $\frac{3}{8}$ -inch pipe extension was added to the air release on top of the filter and run over to the bucket. A valve on this $\frac{3}{8}$ -inch line controls the solvent flow to the bucket. While the pump is shut off, Paul keeps the solution in the bucket stirred up with a wooden ladle, opens the valve below the bucket and allows it to drain into the section of pipe between the pump and the trap. Closing the bucket valve, the pump is started and the filter powder reaches the bags ahead of the main body of solvent from the washer.

(With the type of trap used in this plant, there is the possibility of losing the vacuum if the powder were introduced at the trap.)

Cleaning the Bags

Using the exhaust from the tumbler to eliminate changing filter bags has resulted in a considerable saving of time. If excess pressure builds up during a working day, the entire filter-cleaning operation can be performed during the noon hour with no loss of time.

The solvent is first drawn off, and the sludge is removed. Next the plates are removed and a trowel is used to scrape down the bags, which are left on the plates. These plates, with the same bags, are then replaced in the filter. At this point a spare section of tumbler-exhaust pipe is fitted to a damper-controlled T-joint on the tumbler exhaust header. The elbow end of this spare section is hung over the top of the filter so that the hot air is directed down on to the bags.

In 30 minutes the bags are bone dry and the residue is then completely brushed off with a long-handled brush. The filter is ready for another cycle of operation and the chore of replacing the filter bags has been completely eliminated. # #

Market Report: Cotton Prices Up... But Who Cares?



Not you! You needn't worry about the soaring cost of cotton padding if the presses in your plant are equipped with Arrow Sponge Pads. They need no cotton or flannel padding. You save with Arrow Sponge Pads. They cost less and last longer. You'll save on production costs, too, because your operators can press any garment . . . any fabric faster, easier, better. Get modern, inexpensive Arrow Sponge Pads for all your pressing machines now.

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It's only natural you can't find an Adjusta-Form on the Used Equipment Market. No smart plant operator is going to part with the fastest finishing machine on the market. Remember—the Adjusta-Form handles a mixed run of suit coats, long coats, short jackets, skirts and dresses ... without changing the form. When the garment is locked on the form all controls are readily accessible outside of the garment.

TOPS IN QUALITY FINISHING

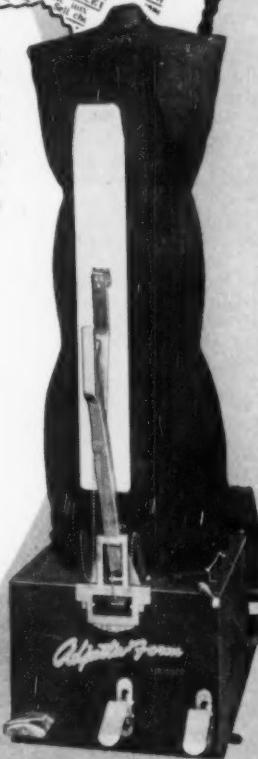
Adjust-a-Form owners know even the most inexperienced operator cannot shine a garment or bring about seam or pocket impressions. The nap is raised instead of being pressed down. The garment approaches the appearance of NEWNESS, for the original drape and shape has been restored.

A DEMONSTRATION IS CONVINCING

Ask the Adjusta-Form jobber to give you a demonstration, without any obligation on your part. Compare it with other air forms and you will never be satisfied with anything less than the Adjusta-Form.

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FIVE NEW CUSTOMERS A DAY

Drivers' Giveaway Calls and Follow-up Yield High Return in Steady Accounts

by LON FANALD

EVERY morning plant superintendent Rolland Lindsay stops on his way to Reed Cleaners at Fargo, North Dakota, and picks up 30 local newspapers. Each paper is rubber-stamped, "Good morning, compliments of Reed Cleaners." Ten of these morning papers are given to each routeman as he leaves the plant at 7:00 a.m.

The routemen are instructed to make new-account solicitation calls wherever they find house or apartment occupants up and about. At each call the routeman presents the morning paper, a phone-number card, a blotter, and a folder showing pictures of the plant and telling of the different services offered at Reed Cleaners.

At 9:00 a.m. the routeman stops his regular pickups and completes his prospect calls, determined by the number of papers remaining. If he has already made six new calls, he still has four to make.

On each call the routeman fills out an information card giving the name, number in family, occupation, if new order was obtained, what it was and total price, and the address and phone number. These cards are turned in at the office when the routemen return to the plant. Each of the three drivers must turn in 10 cards every day.

A "Thank You" card is mailed out to each new account the day the work is delivered. One month after the driver's call report card is turned in, a personal letter from the plant superintendent is mailed to any prospect who has sent in no business. This letter again explains Reed service, listing many of the special services such as leather cleaning, hat blocking, drapes, etc.

If no order has come in from the prospect 30 days after the mailing of this letter, the routeman is given a "call" card, asked to see the prospect again and bring back a report as to why no business was forthcoming.

Each regular customer who fails to send in any work for 30 days receives a "We Have Missed You" card. If this card fails to bring in a call or work in 30 days, the



FOCAL POINT of route solicitation and direct-mail follow-up is switchboard. Operator handles incoming calls, keeps records of all complaints, posts routemen's cards, mails out follow-up pieces.

routeman is given a card, asked to make a call and report back on the reason.

For all new customers, upon a second order, and for all old customers who are not using the Reed charge



OWNER HAROLD REED says spotting fluid, bottled by plant, is sold over counter because every other store in town sells some "spot remover."

May I Have Your Attention?

Thank you so very much for your recent Drycleaning order given our drivers. I hope our service pleased you and that our driver was not only helpful with your cleaning problem but courteous and efficient.

We are always striving to improve our service and any suggestions you may have regarding the manner in which your order was handled would be appreciated if you will just call 2-4466 and give me your comments.

Member *
NATIONAL
ASSOCIATION
of Dyers
& Cleaners

I hope we may continue to serve you and with each order you send us we can give a little better service and assist you a little better with your cleaning problems.

Your Delivery Supervisor

Kenneth Lynn

"THANK YOU" CARD goes to all new customers

AMERICA'S LEADING PRESPOTTER SINCE 1927

... THE SAFEST AND MOST EFFICIENT PRODUCT FOR THESE 5 IMPORTANT USES

SOAKING FORMULA

When servicing unusually sheer fabrics, hems of formalas, or other fabrics in weakened condition, avoid possible bristle damage from hand brushing by soaking in a solution consisting of 1 pint Cyclo and 5 gallons of solvent. Note that the ratio is 1 pint to 5 gallons, not 1 part to 5 parts.



PAINT-GREASE FORMULA

1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests prove conclusively that this formula works faster on paint and grease than any other of equal safety.

LEVELING SOLUTION FOR TWO-GUN SPOTTING

The leveling solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts solvent. When sprayed over wet area following steam spotting or after application of water as such, the 1-5 leveling solution permits the feathering to be done in the machine instead of on the board. The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for detailed instructions on the TWO-GUN method.

BRUSHING FORMULAS

1 part Cyclo and 5 parts solvent. (1 pint with 5 pints makes 3 quarts.) Used on large areas for removal of general ground-in soil. A sure way to reduce claims. When dirt has been deposited while fabric is in dampened state, use the Stock M moisture formula listed below.

STOCK M MOISTURE FORMULA

For safest removal of perspiration and food stains. Prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent. Hang garments separately and then return the group for re-cleaning in clear solvent on filter circulation. With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Especially advantageous when no steam gun is available for feathering out. Also advantageous in the removal of perspiration and food stains from such fabrics as gabardines, jerseys and heavily sized rayons which are too difficult to feather out without leaving rings, even with the steam gun. **Precaution:** Stock M is perfectly safe to serviceable fabrics in common use. However, one peculiar type of cellulose acetate satin is delustered by any moisture stock of any prespotter or drycleaning soap. See NICD Bulletin No. T-211.

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6

Industrial Chemists SINCE 1876

IMPORTANT PHONE NUMBERS

*Hang by the Phone
or other convenient location.*

NAME	DIAL

REED CLEANERS 2-4466



PICKUP AND DELIVERY EVERY DAY

DOOR OPENER used in route solicitation of new accounts

plan, the routeman is given a credit application card and asked to get it filled in and returned to the plant office.

The three routes at Reed Cleaners one year ago ran 65 percent cash and 35 percent credit. It was found that on the average when an account was changed from cash to credit, the volume of work sent in by that customer increased between 25 and 50 percent. One year after this check was made, another check showed that route volume was running 50-50, cash and credit. Owner Harold Reed is shooting for a balance between the two of 75 percent credit and 25 percent cash.

With 2,300 charge accounts, running between \$8,000 and \$10,000 per month, Reed Cleaners charged off last year less than \$300.

Last year, early in December, Reed Cleaners wrote all credit accounts explaining that a special audit was

WE HAVE
MISSSED YOU !!! REED DIAL 2-4466

In checking our files we find you haven't used our pickup and delivery service since _____

We are always anxious to know whether or not our service has been satisfactory. Any suggestions you might have will be greatly appreciated for only by satisfying you can we expect to continue serving you.

Sincerely yours,

Roland Lindsey
Plant Superintendent

"WE HAVE MISSED YOU" message is for regular customers who have not sent in order for month

being made and it would simplify bookkeeping if they would not pay their December bills until February.

"We were telling the truth about the audit," Mr. Reed said, "but next year we'll have to think up another excuse. It was the smartest thing we've done. Our December business was far ahead of the previous December and there was no letdown in January."

From this experience Mr. Reed believes that most drycleaning customers are more or less hard pressed over the holidays and when they can let their cleaning bills go an extra month they show their appreciation by sending in more garments.

One girl spends full time in the soundproof plant switchboard room, where an intercommunicating phone system connects with the firm's five stores and every department in the plant. The room is also equipped with a rebroadcasting transmitter. All Reed Cleaners radio programs are taken down on a tape recording and played back to the employees in the plant so that they know exactly what the firm is telling its customers.

The girl who operates the switchboard also handles all mailing of cards and letters. She has a circular file on her desk with cards for all customers and prospects. As soon as a call comes in she checks to see if it is from a prospect. If so, she makes a note on the card. All drivers turn in their cards to this department, and calls and reports on routemen's cards are posted to the cards of the customer-control file.

Through this system of route solicitations, double checking of results, follow-up letters and cards, the plant is gaining five new route customers per day and holding 70 percent of them. Route volume has been raised 35 percent in the past 12 months and there has been a big boost in the percentage of route charge accounts. #

CREDIT APPLICATION

Name	(Phone)	Married		
Address		Single		
Former Address		Widow		
Own	Room	Furn. Apt.	Rent From	No. Dependents
Business	Address			Phone No.
Employed By				How Long
Name of Bank Used				
Business References—				
1.				
2.				
3.				
Date	Signature			

CHARGE ACCOUNTS are actively promoted. Credit application card is filled out upon second order of new customer



BEST
SELLER
because it's a
BETTER
BUY!

The reason Nu-Cleaning is the country's fastest-selling perchlorethylene system is not hard to find. Discriminating plantowners have found it's a better buy! Backed by Hoffman's pioneer experience in building drycleaning equipment, Nu-Cleaning offers more of the advantages you want for proven profitable operation. Compare the advantages listed below — then call your Hoffman representative for full information on Nu-Cleaning.

IN 30 AND 60 POUND SIZES WITH
THESE BIG ADVANTAGES

- Patented "Iso-vibe" construction avoids need for special foundation or bolting down. Install it anywhere.
- Fully automatic through entire cycle . . . needs only minimum attention and labor.
- Built-in reclaimer reduces solvent cost to less than 1¢ per pound of garment cleaned.
- Detergent dispenser injects measured amounts as needed to reduce spotting and wet cleaning.

The HOFFMAN
NU-CLEANING
SYSTEM
for Perchlorethylene
Solvent

TOPS IN VALUE ... SINCE 1905

U. S. HOFFMAN MACHINERY CORP.

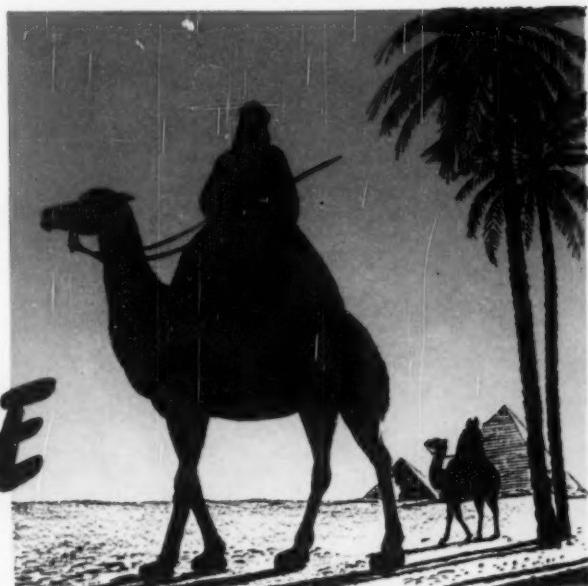
Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.

For December, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

**FOR
PREMIUM-PRICED
CLEANING
USE EATON'S
DRISIZE**



The First Textile Finish for Use In All Dry Solvents

For premium-priced cleaning, quality cleaning plants throughout the country are using Eaton's DRISIZE in their DeLuxe Service.

Eaton's DRISIZE is specially suitable for this work. It imparts a definite feel, drape, and sheen to the material; all of which are immediately noticeable to the customer. This superior finish fully justifies the higher price which must be charged for the De-

Luxe Service. Therefore the dry cleaner who uses Eaton's DRISIZE is no longer dependent on special packaging, or the use of superfluous colored tissue paper, to give the impression that garments have been specially handled.

DRISIZED

garments are easier to finish, and the cost of applying DRISIZE is less than $\frac{1}{10}$ cent per garment. Write us for complete details.

*For a sizing on the wet side use Eaton's ECCOSIZE.



ORDER FROM YOUR DISTRIBUTOR

Established
in the year
1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. - DETROIT 7, MICHIGAN - Canadian Plants: Windsor and Toronto

everybody profits when you install the **NATIONAL** **200**

Your customers profit.

With this modern "Class 200" National Cash Register, your customers see the exact price charged for each item they buy. Purchases are automatically added, and the mechanically correct total appears in large, clear figures at the top of the register. This absolute accuracy, plus the saving of the customer's time, build good-will whether the sale is cash or credit.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

Your employees profit.

The "Class 200" prints an exact record of the sales made by each salesperson—giving them credit for good sales effort. This stimulates them to make more sales, and thus advance faster.



YOU profit. The money-saving protection and the money-making information you get from the "Class 200" give you better control over your business. You can use the descriptive keys to record sales-slip numbers, quantities, weights, sizes, brands, stock numbers, code numbers, etc., on any transaction—a valuable aid in inventory control. Or, sales can be distributed *automatically* into any 8 desired classifications such as departments, tax totals, services, etc. This results in great savings in bookkeeping time and labor.

And, whenever you have figure work to do, the in-built adding machine feature may be used without disturbing the cash register feature.

This National "200" will quickly pay for itself—and then go on making money for you for years. Have your local National Cash Register office demonstrate its time-and-money-saving advantages to you today!



QUESTIONS and answers



Butesin Picrate Ointment

We have a stubborn yellowish stain on a soft wool garment which the customer says is an ointment used to treat burns. Can we get it out?—H.W.B., Illinois

THE ointment probably contains butesin picrate or picric acid. In any case all the substances used for burns or sunburn react alike. The acids in the ointment are absorbed by animal fibers such as wool or silk with nearly the same fastness as the acid dyestuffs used to color those fibers. Therefore, in treating the stains, each step must be tested for its effect on the color of the fabric as well as the stain.

Flush out as much of the stain as possible into a towel or cheesecloth. Use a synthetic detergent to loosen the color until bleeding from the stain stops. Then apply a commercial rust remover, flush it out, apply ammonia, flush that out. Keep rust remover-ammonia cycle up until that has no further effect. Then try sodium bisulfite plus some 28 percent acetic acid. After that, return to the rust remover-ammonia cycle again.

These stains need what you are likely to have the least of—patience and time. Keep working, keep flushing each chemical out before applying the next, and keep watching the color of the fabric for fading. Have fun!

Acetate in Hot Water

What caused these spots on the blue cellulose acetate skirt?—A.W.D., Georgia

THE spots on this skirt are actually loss of color. Either the skirt was pressed while the area was wet, or the head of the press was brought down on the garment and spit moisture when the steam valve was opened.

Dyestuff used in acetate fabrics is quite fugitive to hot water—much more so than the average drycleaner realizes. This was most strikingly driven home when customers were plaguing drycleaners to lengthen their dresses a while back. Many finishers tried to use water on these areas to soften the crease. When the iron or press head was applied a loss of color generally occurred.

Straight Yellow Lines on White

The yellow discoloration on this white cloth has an edge that could be drawn with a ruler. How can we explain it?—M.O.M., Hawaii

NOTICE that the edge of the stain runs with the warp of the cloth and is fairly uniform in color to the right of the "edge" you mention. This becomes even more apparent under ultraviolet light. It indicates that the fabric was woven with two types of yarn that looked the same when woven but now differ for some reason.

There are at least two possibilities. One is that the yarn was treated with a resin to give body to the fabric. The resin on the discolored section may not have

been properly cured, and turned yellow under the heat of the press during finishing, or even possibly in the tumbler.

It may also have been that oil got to the yarns during manufacture and eventually oxidized. The oxidation becomes more noticeable after the tumbling operation or finishing.

In any case, even bleaching with sodium hypochlorite and acetic acid has been futile in clearing up the discoloration. Redyeing to a dark shade may prove satisfactory, although a difference in the character of the yarns is likely to show up in the redyeing, also.

Hydrochloric Acid in Stomach

How could we have caused the stain and holes on this blue figured dress?—H.W.H., New York

WE don't think you're responsible. The dress is made of regenerated rayon. Testing the stained area shows a weak acid condition. The location of the stain over the left shoulder suggests that a baby may have spit up while the customer was holding it there.

Hydrochloric acid is normally present in the stomach at 3 per cent strength at least. A greater concentration is usually present in vomit. Such concentration may not be sufficient to cause immediately visible damage. However, regenerated rayon is easily damaged by acid and also becomes weaker when wet. Even moderate mechanical action from spotting is likely to break the fabric, which is probably what happened in this case.

If the stain remained on the dress for a considerable time before being sent to the drycleaner it is possible that the acid, weak as it was, may have had time to work on the regenerated rayon to the extent that even mechanical action in the washer or tumbler could break the fabric.

Uneven Color Loss on Suede

We expected some color loss on this suede jacket in drycleaning, but not so unevenly. What's the cause and cure?—G.M.E., Ohio

THE jacket undoubtedly was a uniform shade when received, as your customer stated. However, the oil-base dyes used on suede or leather jackets are very soluble in drycleaning solvents, particularly perchloroethylene. For this reason it is inadvisable to accept leather garments unless you are prepared to redye them yourself or send them to one of the firms that make a speciality of redyeing leathers.

The uneven loss of color reveals the differences in the skins used in making the garment. The concentration of dye used in giving the skins originally a uniform shade was reduced by the drycleaning. Then those skins that absorbed dye faster in the first place showed up darker. You notice that the differences in shading occur in whole areas outlined by complete skins.

There is nothing wrong with the skins themselves that redyeing can't fix to your customer's satisfaction.



Don't Gamble
with customer satisfaction

INSIST ON **Genuine**
THE WORLD'S FINEST STORAGE BAG



There is only ONE genuine *Moth Seal Storage Bag*! It is identified by the registered Moth Seal trade-mark that is your guarantee of the best in quality and performance—tried, tested, and proven by the successful use of millions of Moth Seal Bags for many years. Although names and claims may sound alike—one fact remains—"There is no substitute for genuine Moth Seal." . . . Don't gamble with customer satisfaction. . . . Insist on genuine Moth Seal!

De Luxe Moth Seal, made from tweed fabric finish paper, is the ONLY storage bag equipped with a FADE-PROOF WINDO. No other storage bag can make this claim.

Standard Cedar Grain style made without Windos.

LINCOLN BAG COMPANY, INC.
4200 WEST SCHUBERT AVENUE, CHICAGO 39

KILMER'S
ROGUE RIVER CLEANERS
 WE OPERATE OUR OWN PLANT



MINIMUM WORRY, maximum leisure provided by attractive small plant at Rogue River, Oregon

SUCCESS STORY IN REVERSE

AT first glance it doesn't seem to make sense to give up a business with a weekly volume of \$3,000 for one taking in \$200. But drycleaners Lott and Mary Lee Kilmer have found it a wonderful change for the better.

The Kilmer family had a drycleaning plant in the Mississippi Valley. Like many a young man since the time of Horace Greeley, Lott Kilmer thought the pastures looked greener on the West Coast. He moved to the Los Angeles area and opened, with his brother, the Azusa Cleaners & Dyers. Business was good in Azusa and before long volume was pushed up to over \$3,000 a week.

That's a sizable volume, Mr. Kilmer says, but it also meant a big payroll, plenty of worry and a whale of a lot of work. There wasn't even a week-end vacation in two years—or there wasn't until the Kilmers said, "To heck with this rat race," and announced that they were going to take two weeks off and go fishing.

The fishing trip took them to Rogue River, Oregon. After two days there Lott Kilmer called his brother in Azusa and asked him if he wanted to buy their interest in the California plant. His brother said yes, and mailed a check that evening.

The morning of the third day Lott bought a Pendleton sport shirt and Western slacks, and Mary Lee laid in a supply of play clothes. In the afternoon the Kilmers contracted to buy a ranch-type home on the banks of the Rogue. They named their new home Easy Valley Rancho.

But that wasn't all they did the third day. They bought and paid for a 50-foot lot on the main street of Rogue River. In practically no time at all they started to build a concrete block building, ordered a synthetic unit, a 10 hp. boiler and complete equipment for a small drycleaning plant.

In less than three months the new plant was going. The second week after opening, volume ran just over \$200, and it has remained at this level for two years. The plant is open from 9 until 6 five days a week. The Kilmers do all their own work except on Saturday when a girl comes in to take care of the office from 9 until noon.

"We have two full days a week vacation," Mr. Kilmer says, "and we take off two weeks twice during the year and close the plant. We love every one of our customers and if they all don't love us, they've sure got us fooled."

"We haven't spent a dollar on advertising and we have mighty few silly forms to make out. We have canned and smoked salmon almost the year round and the other day one of our neighbors brought us half of a big five-point buck for our locker."

"If you don't understand what's wonderful about this, you're the one who's crazy!" ♫ ♫



TAKING IT EASY, even in dress, is formula for living—and running cleaning plant—of owners Mary Lee and Lott Kilmer



What cleaner makes other methods outdated as the carpetbeater?

KARPET-KARE, of course!

WHEN A CUSTOMER's fine carpet gets soiled, you wouldn't prescribe a good old-fashioned beating, would you?

Yet some so-called modern methods of carpet cleaning can give a carpet a pretty bad "beating." They may shrink the fabric, or run the colors. They may leave a residue which invites mildew and re-soiling.

That's where Karpet-Kare is *different*.

This amazing soapless detergent has none of these

bad habits. Used by the proper Bigelow-taught method, it's the safest, sanest, thoroughst way to clean wall-to-wall carpet. And you can do the job quickly, right on the floor.

To meet the increasing demand for Karpet-Kare cleaning, Bigelow is authorizing additional Karpet-Kare dealerships in several territories, to establishments of top reputation.

Address inquiries to Department K at ...

BIGELOW-SANFORD Carpet Co.

140 Madison Avenue, New York City

The 2 LEADING DRY CLEANING

HIGH ABOVE ALL!



SO ECONOMICAL TO USE

C-50

STORAGE NO PROBLEM

CONCENTRATED DRY CLEANING SOAP
by NU-PRO

There's none so new, so potent . . . C-50
is an innovation in Dry Cleaning Soaps
. . greater speed, tremendous savings,
easier handling, all with top efficiency.

note its OUTSTANDING ADVANTAGES !

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps
- C-50 is 40% less costly
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent
- C-50 can be used with Stoddard Solvent or 140 F and chlorinated solvents
- C-50 is non-inflammable
- C-50 is more economical all the way around
- C-50 saves storage. Packed in gallon jugs. No drums to take up valuable space.

USE



...THE MODERN WAY TO HANDLE
DRY CLEANING SOAP OPERATIONS!

NU-PRO MANUFACTURING CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY AND
BILL THROUGH YOUR
NU-PRO JOBBER

SOAPS that LEAD with the INDUSTRY

TOP RESULTS WITH ECONOMY

NU-TEX

LIQUID FILTER SOAP

BUILDS
NO FILTER
PRESSURE

MAY
BE USED
WITH
WATER

INCREASES
PASS-UPS

SPEEDS
PRO-
DUCTION

HIGHER
SOIL
REMOVAL

IS EASILY REMOVED FROM SOLVENT BY ANY RECLAMATION SYSTEM

A TOP QUALITY SOAP
FOR TOP RESULTS . . .

Industry-wide, NU-TEX is a preferred dry cleaning soap which gives desired results for the six good reasons enumerated above. NU-TEX, in addition, is also an excellent hand-brushing soap. There is none other so adaptable, so efficient, so fast, so economical to use. It is among America's top favorites. (Packed in 5, 15, 30 and 50 gallon Drums.)

ORDER TODAY AND
BILL THROUGH YOUR
NU-PRO JOBBER

NU-PRO MANUFACTURING CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.



APTITUDE TEST is given to applicant at Pantorium Cleaners, Seattle, by office manager Colin Miller

SIMPLE APTITUDE TEST

**Board-and-Peg Matching Shows Dexterity
Of Applicants and Proper Job Placement**

"**E**VERY time I've gone against the findings of our aptitude test in hiring or placing a new worker, I've been wrong."

That rather strong statement was made by W. H. Weaver, manager of Pantorium Cleaners of Seattle, Washington, with some 160 employees.

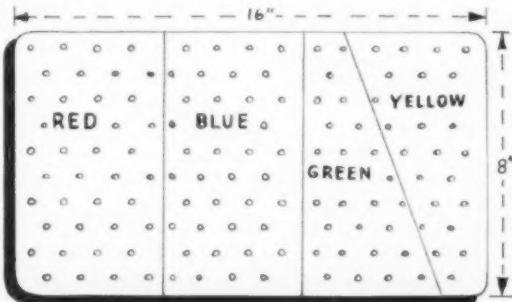
The test used by Pantorium is given on a special board 8 inches wide and 16 inches long. It is divided into four sections, each painted a different color—red, blue, green and yellow—and has 128 holes. The rest of the simple equipment consists of 128 nails, also painted red, blue, green and yellow. The job is to put the nails of one color into the holes of the section of that color.

Mr. Weaver or his office manager sits with the applicant when the test is being made, times her, and also takes notes on how she fills in the holes.

For an office job at Pantorium an applicant must complete the test in less than four minutes. The applicant who evidences a one-track mind by selecting a method of working the test board and then carrying through without change will do good work typing route sheets but would make a bad marker or sorter. For a sorter or marker Mr. Weaver wants a girl who is not color-blind, who is neat about filling in the board, and one who is fast in time and order. For these posi-

tions he also likes an applicant who shows a willingness to change methods while taking the test.

"A number of years ago," Mr. Weaver said, "we gave the test to all of our office employees, markers and sorters, and pressers. We took full notes on each test. We have yet to turn up a single case of contradiction in our findings."²²



LAYOUT OF TEST BOARD is shown by rough drawing



100% PROFIT

from your *Synth-O-Saver* Investment

Here is a fact proven in thousands of installations and verified by users everywhere: the Synth-O-Saver returns its cost in full . . . gives 100% profit on your investment year after year.

As the most efficient solvent recovery unit available today, the Synth-O-Saver will put money in your pocket in these three ways:

CUTS SOLVENT COSTS—Users report that with the Synth-O-Saver, solvent costs are now a fraction of what they were. One drum of perchlorethylene often will do the work formerly requiring 3-4 drums of solvent. With

the Synth-O-Saver, cleaning costs can now be less than with any other known method.

INCREASES CAPACITY—Because the Synth-O-Saver recovers and aerates while your drycleaning machine is washing and extracting, your production capacity is practically doubled.

IMPROVES QUALITY—The Synth-O-Saver completely dries the garments, making them odorless and extra clean . . . and better quality makes satisfied customers.

Write for details on how you will profit continuously, with the Synth-O-Saver — less solvent, greater capacity, better quality.

DETREX CORPORATION

BOX 501, DETROIT 32, MICH.

The Biggest
Name in
Synthetic
Solvent Units

DETREX
DRYCLEANING
Process

Introducing

THE NEW MULTI-CLEAN UPHOLSTERY CLEANING MACHINE

for Shampooing • Spraying • Polishing

ECONOMY, AMAZING SPEED, AND LIGHTWEIGHT—All in one machine . . . The lightest and most economical machine on the market today—perfected by Multi-Clean Research Engineers especially for the dry cleaning industry. The machine incorporates every advanced feature possible to enable you to realize greater profits from upholstery cleaning. For example, you can earn from \$7 - \$10 profit shampooing a davenport and chair. This upholstery cleaning machine offers you the opportunities of larger profits through greater customer satisfaction and faster service. The lightweight unit, with 4 gallon sturdy constructed stainless steel tank, is designed to withstand long and hard use. Because of a minimum of moving parts, the motor-in-head brush reduces the possibility of expensive repairs. The machine is mounted on wheels for maximum portability and can be easily used to clean stair carpeting or polish furniture. Its compact design facilitates storage.



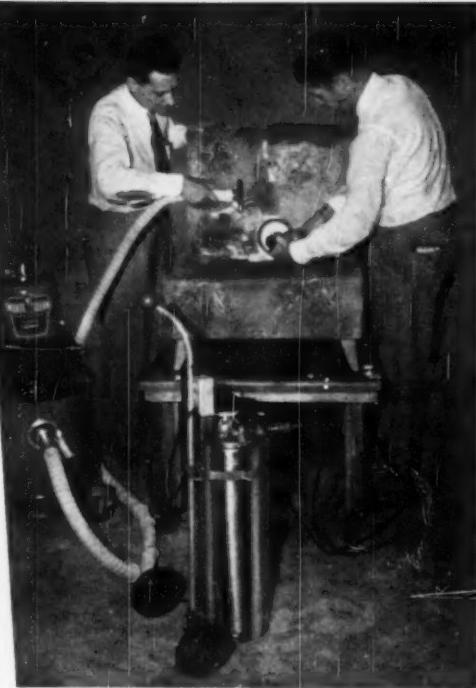
Compact, lightweight, with motor-in-head brush. Finger-tip control button assures positive operator control. Brush speed is regulated to give best cleaning results.

Standard equipment includes hose and nozzle attachments. The machine is easily adaptable for application of mothproofing and insecticides. The accessories are easily attached in a few seconds.

MULTI-CLEAN PRODUCTS, INC.
2277 Ford Parkway, Dept. 13U, St. Paul 1, Minnesota
Gentlemen: Send me complete information about the Multi-Clean Method and your Sales Aid Plan.

Name _____
Address _____
City _____ Zone _____ State _____

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes



HOW YOU CAN PROFIT WITH THE MULTI-CLEAN METHOD—The Multi-Clean Method is comprised of accepted procedures perfected through years of experience and combining the use of tested and approved Multi-Clean equipment and chemicals. Because of the small investment required to get started with the Multi-Clean Method, you will realize bigger profits immediately. The Multi-Clean Sales Aid Plan will help you get started and build your sales. Fill out the coupon and mail today.



Multi-Clean
Rug and Floor Scrubber



Multi-Clean
Wet-Dry Vacuum



Multi-Clean
Custom
Cleaning Chemicals



Multi-Clean
Spot Removal Kit

MULTI-CLEAN®
PRODUCTS INC.

2277 Ford Parkway St. Paul 1, Minn.

ASSOCIATION NOTES



New Local Groups: A charter has been granted to the **San Gabriel Valley (California) Dry Cleaners Association**, with over 250 members from 12 communities in the area. Officers of the new group are: Pat Cleveland, El Monte, president; Bob McConnell, Alhambra, vice president; Mrs. Clifford Jordan, San Gabriel, treasurer; Miss Golden Cates, San Gabriel, secretary, and Bill Sotar, Alhambra, sergeant-at-arms. Committee chairmen, representing all branches of the industry, are Bennie Specher, Pasadena, wholesale plantowner; Abe Dennis, Pasadena, plantowner; Herb Stoner, Wilmar, shop owner, and Marie Ival, San Gabriel, agency owner.

The **West Frankfort (Illinois) Dry Cleaners Association** was recently incorporated. The following officers have been chosen: president, Robert Hays; vice president, Clyde Reed; secretary, Raymond Dorris, and treasurer, Helen Martin.

Drycleaners of Upland, California, have formed the **West End Cleaners Association**, with Tom Pittenger of Tom-Son Cleaners as president.

All cleaning establishments in Paris, Illinois, have joined the newly formed **Dry Cleaners Association of Paris**. Officers of the new group are: Frank Morrison, United Cleaners, president; Clifford D. Cleaver, Supreme Cleaners, vice president; Charles Ridley, Ridley Cleaners, secretary, and Clyde Haeske, Model Cleaners, treasurer. Directors, in addition to the officers, are Paul Acklin, Acklin Cleaners; E. C. Grumley, Valet Cleaners, and Harold Moore, Herm-Ermisch Cleaners.

Drycleaners of **Midland, Michigan**, voted at a recent meeting to form an association. The meeting also decided to increase cleaning prices. According to Harry Eesley of Art's Cleaners, spokesman for the group, increases in wages and material costs made the price rise necessary.

The **Greater Glendale (California) Dry Cleaners Association** has been organized by drycleaners of Glendale, Sunland, Tujunga, Montrose, La Crescenta, La Canada and Atwater. The following officers were elected: Robert Stewart, president; Fred Hand, vice president, and Harry Lesser, secretary-treasurer. Membership represents 105 drycleaning firms.

The **Dry Cleaners Institute (Ontario)** has announced the organization of the following new divisions; Oshawa, chairman Ken Gillard; Owen Sound; Kawartha, and London.

#

Michigan Proposes Reorganization: At a recent meeting, the board of directors of the Michigan State Association of Cleaners & Dyers approved a change in the by-laws based on a report by a committee consisting of Dana Antes, chairman; E. L. Messenger, Albin J. Wendrow, Clarence DeLine and Michael O'Neill. The change would provide joint membership in the state association and local associations, with the state association granting charters to local associations.

The proposal will be submitted to the membership at the forthcoming convention, to be held January 19-21 at the Detroit Leland Hotel in Detroit.

New Hampshire Exhibit: The Nashua (New Hampshire) Dry Cleaners Association recently exhibited the National Institute's display of unserviceable materials at the Nashua Mid-Century Business and Industrial Exposition. The cleaners' association is headed by Royal Dion of Dion Cleaners.

#

Chicago Meetings: The Chicago Dry Cleaners Association has announced its second annual dinner-dance, to be held December 16.

Weekly luncheon meetings are held by the North Side Cleaners Club every Wednesday at the Belmont Hotel, and by the South Side Cleaners Club every Thursday at the Country Club Apartments Hotel.

#

Los Angeles Distributors Elect: At the October 25 meeting of the Los Angeles Distributors Club, Parker Cleveland of Southern Mills was elected president, succeeding Dave Bernstein of United Chemical & Supply Company. Other officers are J. C. Van Dusen, John P. Lynch Company, vice president, and Venice Ramsey, Warco Laboratories, secretary-treasurer.



NEW OFFICERS of Los Angeles Distributors Club, left to right: A. B. Tanner, Parker Cleveland, Dave Bernstein, Venice Ramsey, Joe Van Dusen

The club meets monthly for a discussion of general industry affairs and a social evening. It was organized two years ago with A. B. Tanner, Tanner Supply Company, as its first president.

#

Local Elections: At the October meeting of the **Greater Lawrence (Massachusetts) Cleaners Association**, the following directors were named to the board: Thomas Basil, Michael Bedrosian, Armond Diodati, Edward Heifetz, Benjamin Keefe and Sam Santore. Joseph A. Mulvey is president of the group.

#

At a recent meeting of the **Columbus (Ohio) Cleaners Association**, H. T. Van Ness was elected president for the coming year. Other officers are David Pastor, Standard Cleaning Co., vice president; H. F. Jenkins, H. & H. Cleaners, Worthington, treasurer; Art Weisskerz, Weisskerz Cleaners & Tailors, secretary, and Roy Keller, Western Cleaners, sergeant-at-arms.

Guest speakers at the meeting included James Merritt, executive secretary of the Ohio State Association of Dyers and Cleaners.

Vancouver (B.C., Canada) Laundry, Dry Cleaners

and Linen Supply Association has elected the following officers: president, William A. Tarling, Pioneer Laundry and Dry Cleaners, Ltd.; vice presidents, Carl von Harten, Granville Bros. Ltd., and T. D. O'Brien, Canadian Linen Co., Ltd.; secretary-treasurer, John R. Taylor.

#

Local Meetings: The October dinner meeting of the South Texas Cleaners and Dyers Association featured a style show and musical program. The guest speaker was C. A. Barr of Austin, executive secretary of the Dry Cleaners Institute of Texas, who discussed legislative problems of the industry. The program was planned by J. A. Smith, South Texas vice president.

The board of directors of the Oklahoma State

Association of Cleaners and Dyers, meeting with 55 representatives of county associations, decided to explore the possibilities of organizing a mutual or co-operative insurance program for the state's drycleaners. The action was prompted by high insurance rates for the industry.

The newly elected president of the Dry Cleaners Institute (Ontario), Roger Clarkson, attended the October dinner meeting of the Peterborough Division of the Canadian group. It was planned to invite plantowners within a radius of 25 or 30 miles to join the division. At the October meeting of the Niagara Division Harry Wambold, chairman of the Mid-Western Division, described the school for employees operated by the latter group. The Niagara Division appointed a committee to consider the operation of a similar school.

N. I. C. D. NEWS

Convention Chairman Named: T. E. Milholland, president, and N. J. Berg, managing executive of NICD, met recently with Atlantic City, New Jersey, drycleaners to complete arrangements for the 42nd convention. Charles E. Rupp was appointed chairman of the local convention committee. A housing bureau has been set up in Atlantic City to take care of reservations.

#

Eighth Management Class: On October 20 John P. Gray, director of education, presented diplomas to the sixteen graduates of the eighth management class. They are: Richard K. Brady, Jacksonville, Fla.; William B. Clayton, Jr., Oklahoma City; Lawrence O. French, Jackson, Ohio; William A. Goree, Petaluma, Cal.; John E. Hershberger, Winchester, Va.; Richard C. Huston,



Rochester, Minn.; Ralph Kizer, Vincennes, Ind.; Raymond E. Korb, Syracuse, N. Y.; Joseph A. Lilly, Eudora, Ark.; James N. Najarian, Hartford, Conn.; David H. Rosenthal, San Jose, Cal.; Clinton Richard Smith, Spartanburg, S. C.; Wayman T. Sowell, Brownwood, Texas; Robert Neil Sprecher, Tipp City, Ohio; Ben B. Wallis, Tucson, Ariz., and Noel Ozlin Weary, Tampa, Fla.

Prizes for the best team on master salesmanship and supervisory technique were awarded to Ralph Kizer and Ben B. Wallis.

Future management classes will follow this schedule in 1951: January 2, February 12, April 2, July 9, August 6, October 1 and October 29.

#

Accounting Classification Booklet: The NICD is preparing a booklet on a uniform classification of accounts for the drycleaning industry, based on the recommendations of the National Accounting Council for the textile maintenance industries. The new classification has been accepted by the five service industries, and is a part of the over-all uniform accounting system. The booklet will have a complete description of the items chargeable to each account, and will be available to members before the end of the year.

A complete classification of expense accounts for all of the textile maintenance industries will be published by the National Accounting Council, made up of representatives of the five industries and three professional accountants—J. R. Wilson, M. R. Weiser and John Carruthers. This booklet will give instructions on the division of costs where there are two or more of the services offered, such as drycleaning and rug cleaning. It will also explain the bookkeeping allocations of costs among the services, for a more accurate cost picture.

#

New Textbook: The new Institute textbook, "Applied Science for Drycleaners" by George P. Fulton, will be published early in 1951. The book takes up the chemistry of all the drycleaning processes. It includes such items as soaps and synthetic detergents, drycleaning soaps, use of steam in transferring heat, natural moisture content of textiles, petroleum drycleaning solvents, synthetic drycleaning solvents, natural and synthetic fibers and enzymes.

#

Recent Technical Bulletins: Subjects covered by the latest technical bulletins sent to NICD members include handling shantung and problems with pure silk prints. Tests on the "breakdown" time of a soap and on relationship of soap to redeposition of soil are reported in two other recent bulletins.

#

New Consumer Pamphlets: Two new pamphlets published by NICD for distribution to customers take up the subjects of colorfastness and fume fading.

#

Consumer Education Talks: At an open meeting of home economists held October 24 at Indiana State University under the sponsorship of the Home Economics Club, Dr. Dorothy S. Lyle, director of consumer education for NICD, spoke on consumer problems in selection and care of textile merchandise.

At a luncheon the following day of the Retail Drycleaners Association of Indianapolis, Dr. Lyle spoke on current fabric problems and retailer education. On October 26 she was the featured speaker at the Indiana State Home Economics Convention, attended by over 500 home economists.

During her Indianapolis visit Dr. Lyle was interviewed on Janet Lee's half-hour homemaker television program. Her subject was fabric cleanability.



Stauffer's Carbon Tetrachloride is widely used in the drycleaning industry because of its powerful solvent action and nonflammable nature. A clear, colorless liquid, free from suspended material, Stauffer's Carbon Tetrachloride 99.99% Pure, has a pleasant aroma that assures quality, odorless drycleaning.

For greater customer satisfaction, order Stauffer's Carbon Tetrachloride from your regular distributor.

P A C K I N G

Capacity	Vol. in Gals.	Net Wt. @ 68° F.	Gross Wt. in lbs.
55 gal. drum S.T.C.*	52.5	700.	750.

*Non-Returnable

TRY
**STAUFFER'S
COMPANION
PRODUCT**
ZOL
DRY CLEANER

Chemical Company

420 Lexington Avenue, New York 17, N. Y. • 221 North LaSalle Street, Chicago 1, Illinois • 824 Wilshire Boulevard, Los Angeles 14, Cal. • 636 California Street, San Francisco 8, Cal. • 424 Ohio Bldg., Akron 8, O. • Apopka, Fla. • N. Portland, Ore. • Houston 2, Tex. • Weslaco, Tex.

SWANS ARE SELF- SUFFICIENT

Treating People Like
People Is Real Secret
To Exciting Success
Of Small-Plant Chain

by WILLIAM R. PALMER

FIFTEENTH PACKAGE PLANT
opened by Swan Cleaners in
Columbus, Ohio, and suburbs



DEAR READER: Please sit tight while we raise our right hand and swear that the guy is successful because he treats his employees right! And his customers, also!

When nine out of ten drycleaners tell you they treat their help and customers right, it is strictly corn schmaltz. One out of ten probably is sincerely trying to do so, and a very small handful are truly succeeding.

Andre Gelpi is one of the last group. We know, not because of what he says but what his employees say behind his back—and we spoke to nearly half of his 140 employees.

You can't buy Mr. Gelpi's greatest asset, which is a genuine warm liking for people. Not soft-headed or even softhearted—just warmhearted pleasure in working or dealing with people in any capacity. As a hermit he'd probably go completely daffy! So, when you're talking to Mr. Gelpi or any of his employees, you are keenly aware that there is nothing to the drycleaning business but the people involved, people providing a service for other people. Machinery, buildings, supplies, systems and whatnot assume relative unimportance when the stress is on relations between customers and employees, employees and management, customers and management.

If you visit Swan Cleaners' 15 separate drycleaning plants in Columbus, Ohio, with the idea of discovering

a number of industry-shaking production gadgets and smartly efficient production techniques, you'll be disappointed. There are a thousand drycleaners in the United States who produce good drycleaning as efficiently as any of the Swan plants.

The secret is that Andre Gelpi is successful in maintaining personal touch with every employee in every plant. We were in 12 of the 15 plants. In all of them we saw more smiles and met more cheerful people than has been our luck in any 100 plants over the years.

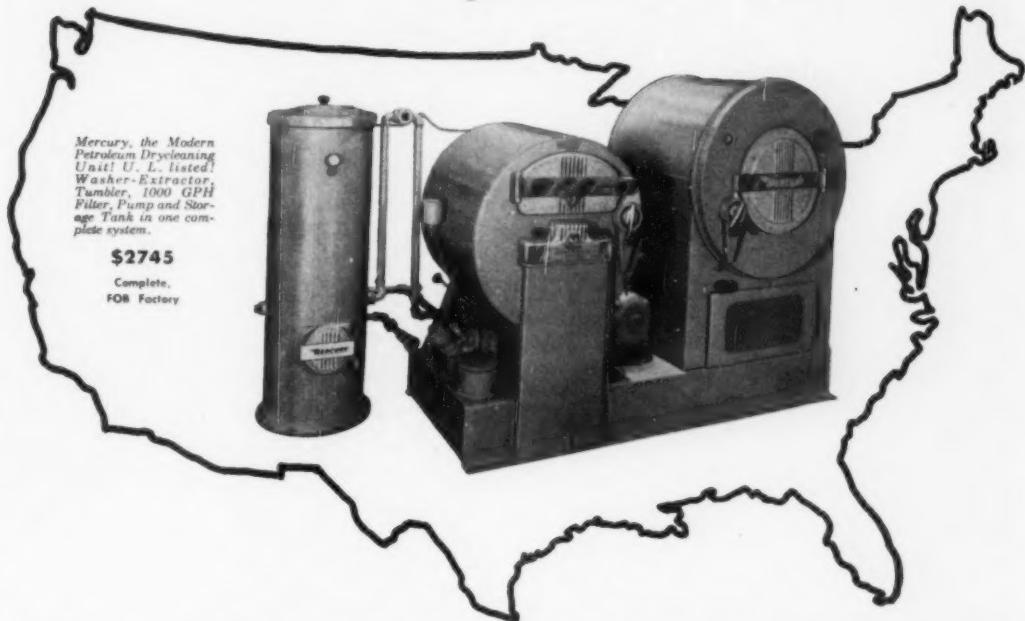
What a break for the customers!

Merchandising

People who have watched the Swan group grow credit Mr. Gelpi with being a bold merchandiser. Actually, his advertising budget is relatively low. He had an hour-long musical program on the radio for many months, around breakfast time, which he felt was the only time to get family attention to drycleaning. Then he switched to the Hopalong Cassidy show on TV.

That was the occasion of his one spectacular piece of promotion. He secured 10,000 Hopalong Cassidy comic books and offered free copies to youngsters applying at any Swan plant. That was on Sunday. When school let out on Monday a seething avalanche of children made a beeline for the nearest Swan plant. Work had to be suspended while every available em-

*Compare before you buy—and you'll know why
...3,000 Mercury owners in U.S.A.*



TOP QUALITY CLEANING AT LOWEST COST

- CLEANS AND EXTRACTS IN THE SAME CYLINDER
Operator never handles wet garments. Saves time, saves labor, saves solvent.
- DESIGNED FOR \$1000.00, OR MORE, WEEKLY VOLUME
Many growing Mercury owners add a second unit for greater volume.
- FASTEST AIR MOVEMENT TUMBLER
Gives complete deodorization. 6 ranges of temperature control to avoid shrinkage.

- LOW INVESTMENT—LOW MAINTENANCE
Easy-to-own with low initial investment and small monthly payments. Finest tools used to provide precision parts for long life.
- COMPACT AND CONVENIENT
Only 5 x 10 foot space required.
- SAFER OPERATION
U.L. listed Mercury unit protects you, your employees and your property.

MERCURY
CLEANING
SYSTEMS,
INC.

549 W. WASHINGTON BLVD.
DEPT. 18, CHICAGO 6, ILLINOIS
TELEPHONE ANDover 3-5420

MERCURY



"THE MODERN PETROLEUM UNIT"



BOOKLET FOR KIDS offered on television show featuring Hopalong Cassidy soon exhausted 10,000 copies. Entire supervisory staff including Mr. Gelpi (shown here) had to join in handing out copies.

ployee was busy handing out copies. Three stores had to close their doors when the supply was exhausted.

Newspapers wrote good copy about the incident and even on radio there were wisecracks about it. Another supply of comics was ordered, and for weeks more kids straggled in for books while parents remarked they wouldn't dare go home without a copy.

Mr. Gelpi now sponsors a different Western program but the appeal to the kids seems to have remained.

At the same time, Swan Cleaners has been a consistent though not spectacular newspaper advertiser in the two major Columbus papers. The unusual thing is that when a new Swan plant is opened there has been no special fanfare. Only announcements in the regular TV and newspaper advertising herald the appearance of Swan service in a new neighborhood.

This advertising through the general media is *not* personal enough for Mr. Gelpi. Sales are made or lost when the customer or prospective customer is face to face with a Swan representative.

Mr. Gelpi's handling of claims in particular indicates his philosophy of selling. There is the point where public opinion suddenly changes from indifference toward a drycleaner to either bitter denunciation or ungrudging praise. In his estimation one happy claims settlement is worth a dozen new customers who just happened to choose a Swan plant over a store down the block because they saw the ad in the paper.

Therefore, Swan Cleaners settles all claims right now. When a garment apparently has been lost Mr. Gelpi even goes so far as to give the customer a check for the full value of the garment immediately and ask him to hold it for three days before cashing it, while the plant tries to find the garment.

There is absolutely no quibbling about value of garments (within reason), length of wear or anything else. Mr. Gelpi tells the customer that he realizes she has spent time shopping for the lost garment, time for which he is unable to repay the customer. Therefore, the best he can do is make as prompt and full a settlement as possible.

This policy not only dazes and delights the customer who was braced for a battle. It gets the employees off the hook, too, because they can look the customer in the eye. They know she's going to get a square deal and not come storming back.

Incidentally, losses are not numerous in the package plants because the chance for mixups is minimized. With one of its early plants, the Swan group had a



PLANT MANAGER of newest store, weighing load for cleaner, demonstrates how all employees help each other out when necessary.



Cleans WHITES as white as the Driven Snow

HERE is something *absolutely new* in a "Paste Soap."

PENNANT will give beautiful results in dry cleaning the finest fabrics of all types and colors. It is made especially for use in filtration, or drop and rinse method (with or without filter) with distillation or chemical solvent recovery.

Dissolves quickly and thoroughly into a smooth emulsion with solvent. Every ounce goes into action in the cleaning operation. Safe on all fabrics and colors. Will not wrinkle or shrink garments. Develops high conductivity—no re-deposit of soil on garments.

PENNANT will carry added moisture when desired. Make up emulsion One Part PENNANT,

Two Parts Solvent, One Part Water.
Stir all three together in rotation.
Use 1 pint emulsion to 25 lb. work.

IT WILL DISPERSE MOISTURE IN PETROLEUM SOLVENT.

Unexcelled for hand brushing, pre-spotting and soaking.

For average soiled work make up a solution of 1 lb. PENNANT dissolved into $\frac{1}{2}$ -gal. Petroleum Solvent.

"PENNANT"
dry cleaning soap

THE DAVIES YOUNG SOAP COMPANY
Box 995, Dayton 1, Ohio

NCD-1250

Please send generous free sample of PENNANT.

Name _____

Address _____

City _____

State _____



STORE ATMOSPHERE maintained by overhead with plastic "windows" lit from behind. Letters are bright maroon, easily changed

couple of pickup stations and they are operating several routes out of two or three stores. The Swan outfit has found that mixups are much more frequent in connection with these outlets than when the garments never leave the premises except to the customers' hands. It has also been much easier to trace "mysterious disappearances" in the small operations. This in contrast to the thousands of dollars worth of garments known to be lost in some plants doing an equal volume in a single plant.

Plant Surrounds Customers

The first two plants of this organization happened to be fairly open, in that the customers could see the equipment and conclude that each store was doing its own cleaning. When Swan established a third plant it was carefully partitioned and screened in the approved manner, with a counter running across and down the far side of the store.

Several results became apparent almost immediately. Employees lost contact with each other, with an excessive amount of walking back and forth, to get things done. Customers acted dubious of the plant's ability to handle their difficult garments. The premises were more difficult to keep clean and orderly. Both employees and customers had a sense of being cramped and uncomfortable.

Mr. Gelpi and his staff decided that any future plants would be all in the open, with "no secrets to hide." Now, in practically all of the Swan establishments the customers walk into the very heart of the plant, so that there is work going on all around them. What's more, they are invited to walk around and watch any of the employees at work. The counter in each plant now runs parallel to one wall, the finishing department along the other wall, with the silk finisher right up in the window.

There are several reasons for silk units being at the window rather than drycleaning units or even spotting boards. A negative reason is that some cus-

tomers find the odor of solvent unpleasant when they aren't used to it, as well as the occasional whiffs of ammonia or stale perspiration that come from the spotting board.

More important is the fact that the silk unit is compact and takes up very little space nestled in the store corner. On the other hand, a combination drycleaning and spotting department, in order to be efficiently laid out for one-man operation, requires careful grouping of considerable bulky equipment for either operating, storage or reclamation.

However, the Swan management insists that the customer's line of vision be clear to the back of the plant. The cleaning unit can always be seen from the counter. With no counter to bar the way, a few steps bring the customer to the center of the drycleaning and spotting activity.

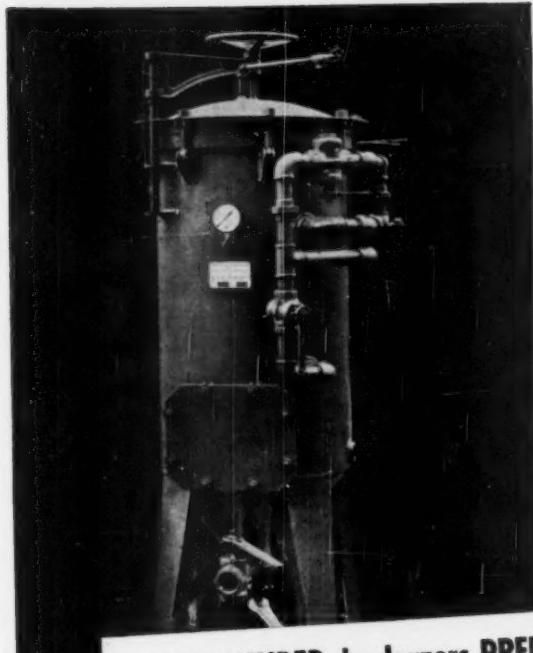
In addition, the absence of partitions makes house-keeping easier. Also, an employee is much more eager to keep his station clean and neat when the public is practically breathing down his neck.

The effects of an open plant on the flexibility of a labor force can't be overestimated. The whole operation is teamwork, anyhow, with the marking, assembly, inspection, checking and bagging being done by counter girls. But when the pressure is on in the cleaning section the girls drift back to weigh and classify loads, run the machine, wetclean and even rough-spot. On the other hand, there are times when the drycleaner (and his helper in some plants) doesn't hesitate to step up to the counter when the evening rush is on.

"Flexible" doesn't describe the process quite so well as "fluid." All through the day, no matter where a bottleneck develops, someone quickly moves in to break it.

Gadgets Speed Service

Each plant, naturally, is equipped to give 30-minute drycleaning service, with one or two dressing booths for while-you-wait customers. The regular service is sched-



the **OLSON** FILTER eliminates costly delays!

COST MINDED drycleaners PREFER OLSON...and here's why!

The New OLSON filter doesn't just cut down costly delays . . . it **ELIMINATES** them! Why shut down to remove bags or wear out screens by scraping them? Today, the New OLSON filter cleans

itself (and more thoroughly than ever before possible). And, it does it in seconds instead of hours . . . thanks to these exclusive features:



CONE TYPE SLUDGE REMOVER, an exclusive Olson feature, makes filter cleaning simpler and quicker, without mess. With the above levers in BACKWASH position, just open the sludge remover valve and out comes the sludge. The scraper knife lever dislodges even the most solid dirt . . . so you know the filter is clean and ready for action — ALL within minutes.



BLIND PROOF, TUBULAR FILTER SCREENS. Olson filter screens are of revolutionary new design. Every opening is exact in size and shape, with NO ridges or crevices to permanently catch dirt or lint. Thus, there's NO blinding that plagues so many older type filters. Too, there's greater filter surface, thanks to the exclusive tubular construction. ALL flow is UP, and there are NO projections or manifolds for sludge to rest.

CLEAN OUT TIME is down to a minimum.

Just set two controls to backwash position and the sludge is ready to come out . . . without shoveling, without scraping, without even opening the filter itself!

OLSON

OLSON FILTRATION ENGINEERS, INC.

The oldest name in Dry Cleaning Filtration

1624 N. KILBOURN

DEPT. N-S

CHICAGO 39, ILLINOIS



CUSTOMERS MINGLE with the finishers, almost. Silk finishers are in the front window of all Swan plants

uled at 24 hours but usually is done before then. Marking tags carry, in addition to the invoice number, the hour of the day when the order is due out. These numbers have little significance when the production is well ahead of schedule, which is most of the time. However, when deadlines are threatening, one of the counter girls will sort the work in process by the day due out (indicated by the color of the tag) and then by the hour promised.

One gadget the Swan people have found helpful in production is the scale to weigh loads for the dry-cleaning unit. A regular scale obtainable from any hardware store is suspended from a 2-by-4 nailed to the top of the classification bin. From the scale is hung a light $\frac{3}{4}$ -inch pipe shaped in a large hook of about $2\frac{1}{2}$ -foot diameter across the curve. A good sized load can be quickly measured out, weighed and picked up, without any balancing or sliding of the garments.

The method of racking garments on the finished storage racks also seems to help speed location of garments. First, all orders are racked by the customer's last-name initial—under B if it's Brown, under Z if it's Zoller. Then, under the various letter groups the orders are filed in order of the last two digits on the invoice. This system is particularly convenient when the customer has mislaid (?) his receipt.

Employees With a Future

Some people say Andre Gelpi is lucky in obtaining people for his staff. Actually, he has always estimated his personnel needs far in advance of the time when that need becomes acute. He spots likely candidates and starts screening and grooming them for their supervisory jobs long before they themselves realize the opportunities.

Right-hand man is John Pickens who supervises the whole operation, who believes heartily in the boss's philosophy of drycleaning plant management, and who has great capacity for observing and following through on details. He is truly Mr. Gelpi's *alter ego*. If one doesn't get into every plant every day, the other does. Except for highest policy decisions, either man settles problems on the spot, which keeps things moving smoothly in all plants at once.

As an indication of "Pick's" activity, he has a mobile telephone unit in his car. Any plant—or any person with a telephone, for that matter—can get hold of Pick while he is cruising along by calling the long-distance operator and giving his special number. Time and time again hours and even days of production time are saved by someone's being able to get his decision immediately. If necessary he can be at the trouble spot in 10 to 15 minutes. If he gets out of his car, he leaves on a switch that starts his horn blowing when a call comes through (you should see people jump when the driverless car starts tooting at intervals, as a phone rings).

Under Mr. Pickens are three supervisors, each in charge of a group of plants. These men perform a jack-of-all-trades function in keeping all plants in their charge functioning smoothly. While they don't hesitate to step into a productive or sales job in an emergency, it is more their responsibility to see that the job is taken care of, either by shifting employees or by getting temporary help. However, their strongest function is seeing that the plants themselves are operating efficiently, that the equipment is performing properly, that the supplies needed are delivered, etc.

The core of the Swan system, however, is the managers. The manager in charge of every plant is a woman, a graduate counter girl from one of the other Swan

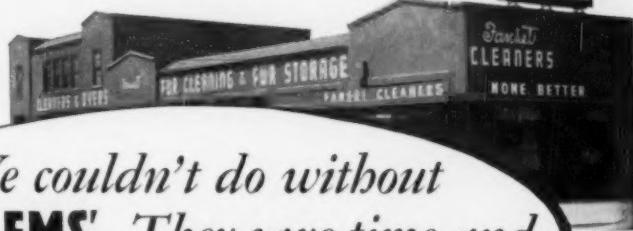
LINCOLN HEYES, PRESIDENT OF
One of Southern California's Largest
Retail Dry Cleaning Plants,

Fanset
DYE WORKS, INC.
CLEANERS & DYERS
SINCE 1913



Says:

"We couldn't do without
TWIST-EMS—They save time and
prevent costly mix-ups"



LET TWIST-EMS HELP YOU, TOO!

Just a simple "Twist-of-the-Wrist"
and orders are quickly, neatly,
and securely held as a unit.

Just a simple twist-of-the-wrist is all that is needed to bind multiple customer orders together. The scientifically gauged width of TWIST-EMS and the laminated wire method of construction make a *positive lock* that can't come undone.

TWIST-EMS save time, they are easier to use than cord or other methods of tying and their distinctive color and appearance are more attractive to customers.



Distinctive TWIST-EMS Grouped Orders Eliminate Driver Mix-ups.

No more costly mix-ups or partial orders delivered by drivers when TWIST-EMS are used. TWIST-EMS distinctive colors quickly identify group orders.

To discover for yourself how TWIST-EMS can help your operation, too, send today for FREE SAMPLES and literature.

FREE SAMPLES

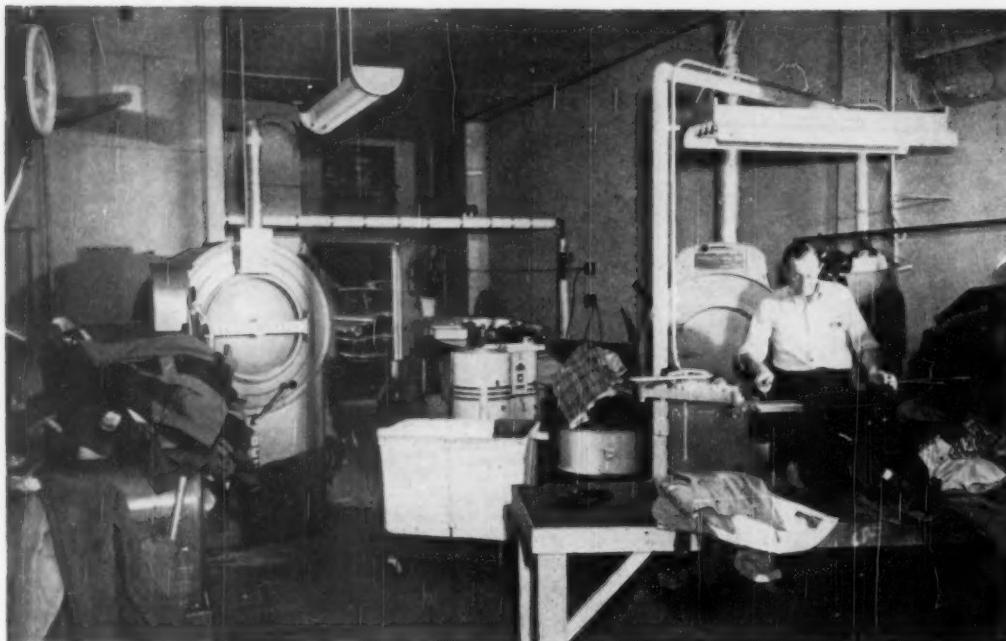
GERMAIN'S Germaco Products Division
Dept. N, Los Angeles 21, Calif.
Please send samples and information on TWIST-EMS

Name _____

Address _____

City _____ Zone _____ State _____

'TWIST-EMS'
MANUFACTURED
BY **GERMAIN'S**
GERMACO PRODUCTS DIV.



CLEANING UNITS are visible from front. Are kept at back, however, because customers dislike solvent odor and because cleaning department takes up more space.

plants. She will have cleaners and finishers working under her who make substantially more money than she does, but she's the boss in that plant.

Women Are Plant Managers

Mr. Gelpi's sound reasoning in making the store supervisor the plant manager, also, is that if you believe the customer is always right your performance should be directed by that belief. The counter girls are the ones who actually deal with the customers and they can't sell a product in which they have no faith. It is the counter crew that is genuinely interested in pleasing the customer, and that will be most diligent in getting garments back on time in the best possible condition.

Naturally, the store manager can't be unreasonable, but her eagerness to please the customer changes the "polarity" of the whole plant to a surprising degree. Instead of the production crew being set on getting the work out, from day to day or even hour to hour, they become anxious also to please the customer. Of course, having the customers looking over their shoulders much of the time is an added factor in this desire to please.

However, there are curbs on unreasonableness from the plant manager. She has served a broad apprenticeship. Like all the counter girls, she has turned her hand to many of the production jobs at one time or another. She is well aware of most problems involved in turning out a good job. Therefore, she will be slow to promise the impossible. Because she can't blame someone else when things go wrong, she insists on careful inspections of incoming garments by her girls, as well as careful inspection of finished work.

This teamwork under the women managers is further developed at monthly meetings of all plant managers (held fortnightly when necessary). These are

attended by not only the managers, plus the three supervisors, Mr. Pickens and Mr. Gelpi, but also the head drycleaner from each plant. There among not only their bosses but also their fellow-managers and cleaners they thrash out controversial problems. That usually settles it, once and for all!

The impact of the salesgirls on the customers is considered so very important that Mr. Gelpi has just taken a further step to polish up the contact point. He hired Mrs. Helen Jones Rea (as announced in our last issue), formerly with the Columbus Better Business Bureau, as public relations director for the Swan Cleaners organization. Her first problem is setting up a formal training program for new counter girls, plus an educational program for the older ones, involving fabrics, dyes, styles and similar problems. She is also to be available for speeches to women's groups and home economics classes, a function that should aid all the cleaners of the city as well as the Swan group.

Employee Relations

There are between 140 and 150 regular Swan employees (a new plant going in as this is being written). The labor turnover, due almost entirely to natural causes, is very low. Several families work for Mr. Gelpi. One in particular involves a mother, three sons and a daughter. Several couples are employed. Whether by intent or accident, very few members of the same family work in the same plant, admittedly a sound practice.

For the eager beavers there is plenty of opportunity in the fast-growing Swan organization. There is always a new plant likely to open soon, and by the time the number of plants becomes fixed the organization will be large enough to provide promotions through normal turnover.

The apprenticeship scheme operates not only on the



Choose from America's Greatest Truck Values!

CHEVROLET ADVANCE-DESIGN TRUCKS

You're right in every way when you choose Chevrolet trucks as your on-the-job partners. Chevrolet offers you more—in power for the job, economy of operation, low maintenance costs.

Economy-wise—you're right in choosing Chevrolet. You save money, for Chevrolet is the lowest priced line of all. And you save on gas, oil and upkeep with these trucks so famous for all-around economy.

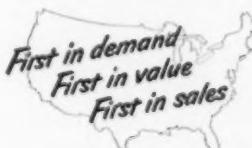
Power-wise—you get more with Chevrolet, too. Chevrolet's great valve-in-head engine is the result of 38 years of steady improvement—an engine that offers outstanding pulling power combined with

dependability and long service at low cost.

Job-wise—you're right with Chevrolet. There's a Chevrolet truck to fit *your* job . . . with the right power, the right clutch, the right power-train to fit the need. And every unit of the Chevrolet truck you select is *engineered* for the job. Yes, to *do* your job right—with outstanding efficiency and economy.

Before you buy, get all the facts on Chevrolet—first-cost, operating cost and maintenance cost. Remember: For the last eight consecutive truck production years, users have purchased more Chevrolet trucks than any other make. See your local Chevrolet dealer now!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



Only Chevrolet Trucks Give You All These Advance-Design Features:

- TWO GREAT VALVE-IN-HEAD ENGINES: the 105-h.p. Loadmaster or the improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load
- POWER-JET CARBURETOR—smoother, quicker acceleration response
- DIAPHRAGM SPRING CLUTCH for easy-action engagement
- SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting
- HYPOID REAR AXLES—for dependability and long life
- DOUBLE-ARTICULATED BRAKES—for complete driver control
- WIDE-BASE WHEELS for increased tire mileage
- BALL-TYPE STEERING for easier handling
- UNIT-DESIGN BODIES—for greater load protection
- ADVANCE-DESIGN STYLING for increased comfort and modern appearance.

counter girls but in the drycleaning-spotting department. Two experienced men who have the knack of teaching are the cleaners in two of the plants. A new cleaner's helper will work for a while with one of the men and then will be transferred to the other one. Finally, when he is qualified another plant opens up he is moved into the new spot as the head cleaner.

Screening applicants for new jobs is informal but fairly effective. A desire to work for Swan helps, since there is a considerable waiting list. Real need to work is important, since those who don't really need a job are less apt to have a cooperative approach and a sense of responsibility.

Once on the payroll, the employees are given every possible opportunity to make good. If they don't make out in one plant, if there seems to be a clash of personalities, they are transferred to another plant and a different manager. Time and time again a dud in one plant has blossomed out into a valuable employee under a different manager. At the time of each transfer the employee is given a serious talk on his problem, a procedure which often may be credited with some of the change.

No employee can be fired except by Mr. Gelpi or Mr. Pickens. Rarely do they fire one out of hand but only after considerable reflection and checking into conditions in the plant and at home. Mr. Gelpi has salvaged many a good employee by helping out with advice, contacts, money, or even just a cheerful word when it was most needed. The most a plant manager can do about an undesirable employee is request a transfer out of her plant.

Regular employees know that they can depend on a fairly steady income. They are expected to stand by in the heavy season and they are carried in the slow periods. This is possible because Swan has "swing-shifters" on tap who are willing to come in and work evenings or Saturdays. Swing-shifters are all kinds—sometimes people from other plants that are slow, but just as often people from other industries who have been taught by Swan to perform the simpler production jobs and break the bottlenecks. Some are housewives, some are elderly people who don't want full-time or steady work, some are students who want to make an extra buck. A lot of good employees come from swing-shifters who decide they want to work regularly for Swan and are willing to wait for a plant to open up.

A final element of personnel relations at Swan is a substantial hospitalization insurance program at no charge to the employees.

Plant Locations

Mr. Gelpi can't tell exactly how he picks a plant location (or else he is too careful to tell, because he plans a few more plants in favored spots). Primarily he wants shopping traffic as contrasted with transient traffic. Once he decides where he wants a plant he will wait with the patience of Job until he can get space in exactly the block or two he is interested in. He is willing to pay an extra \$50 rent monthly for the exact location, compared to space nearby.

He likes space roughly 25 by 125 feet, preferring not to have his operations crowded together. He prefers visibility to the customer over production per square foot of floor space. At least two of his plants were set up in space vacated by chain groceries that moved into supermarkets. In two instances where he sacrificed space for location he very quickly found himself more cramped than he liked—these spots are big shopping centers on the outskirts of town, which built volume in a rush.



WARM WATER for wetcleaning table is from the still condenser, draws from heater only when still is idle

All his plants build volume in a rush! The Swan reputation for good and pleasant service is partly responsible, a small route business in the area helps, and a lot of business in the newly opened plant helps. This latter is possible because Swan now operates five (soon to be six) routes. When a new plant is being opened one of the routes is pulled from an established plant and used to put the newcomer on a paying basis as soon as possible; if necessary two routes are switched.

The routemen are paid a guarantee and commission as in any call-and-delivery plant. They solicit business like any other routemen, but do not have any promotional support other than the TV and newspaper advertising, which used to announce delivery service. Now even this announcement has been discontinued. Mr. Gelpi doesn't want to encourage delivery service, so long as he has enough to build plant volume quickly. However, each truck, while its work is processed in one plant, does pick up work from several plants when the customers have requested delivery. In such cases the driver gets his commission, and the chance to convert the customer to his route. If successful, her work is then processed in whatever plant is then responsible for his production.

Using the trucks has the added advantage of providing steady volume in the new plants, when it is important to keep productive labor at a very minimum. In Columbus the store work usually is heaviest at the end of the week, whereas the route volume is heavier during the first of the week.

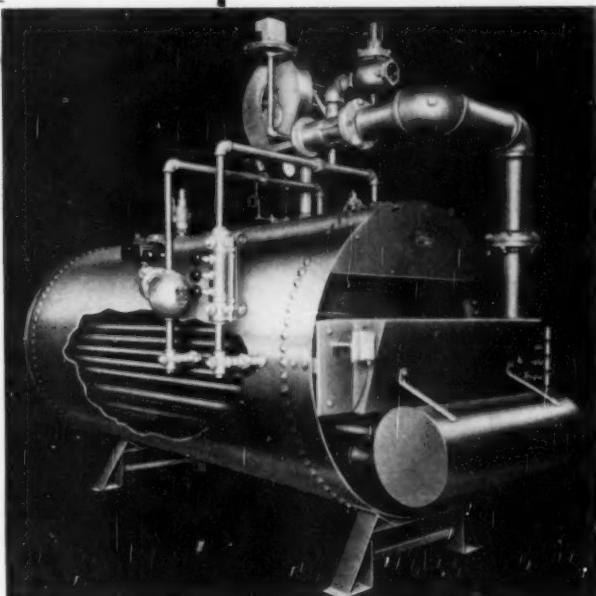
Swan Cleaners produces no sidelines itself. It does handle shirts, but is farming the work out. Sidelines can come later, Mr. Gelpi feels.

Obviously, the Swan organization has many of the advantages of large one-plant operations, particularly when purchasing in bulk. Plant installations were made less expensive early in the game when a few plants taught it how it wanted equipment laid out and set up.

Andre Gelpi may be a warmhearted boss, but he is a hardheaded business man. He has the cost comparisons for all his plants and variations must be explained. But, that is too cold for Mr. Gelpi. It's a necessary evil and he'd rather talk about his people—"folks" he calls them. If you want to know where he spends his time, his office is 8 feet square and the clerical office is the same, with two employees. He's out among the plants most of the time. # #

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linings to replace...
no refractory baffles...
no carbon traps*

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STEAM
BOILER



The Sellers system of immersion firing is simplicity itself. The long gas fired tubes are completely submerged. Heat is uniformly distributed through them and not intensely fired against a small area. So it goes directly into the water . . . can't go anywhere else.

These are but a few of the many outstanding advantages that combine to provide maximum efficiency year after year plus remarkably low operating costs. Our bulletin No. 1206-C gives full details about the 12 sizes available. Write for it today.

- Blast Heaters
- Immersion Automatic Water Heaters
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WESTERN CANADIANS AT WINNIPEG

by WILLIAM R. PALMER

THE convention committee at Winnipeg, Manitoba, and the officials of the Canadian Research Institute of Launderers and Cleaners won out over all obstacles. The 17th annual meeting of the CRI was held with great success in Winnipeg, October 22-24. The obstacles included the disastrous flood at Winnipeg that washed out the meeting last spring, a change of CRI's executive secretary six weeks before the convention, and substitutions occasioned by operations, strikes and illnesses that detained the originally scheduled speakers.

From those wide-open spaces and long travel distances 175 registered in for the whole convention and well over 200 attended the banquet on Monday night. Moreover, the allied tradesmen numbered only about 30, attesting the enthusiasm of the Western drycleaners and laundryowners for a national meeting out in their country.

In order to recognize the development in recent years of the "prairie provinces" a resolution was passed to amend the by-laws. Hitherto, all three provinces of Manitoba, Saskatchewan and Alberta were represented

on the board of directors by one director. The resolution now provides for directors from each of these provinces, as well as for Newfoundland which has not been represented since it joined the Dominion.

In spite of the last-minute changes, the program was strong and well received. It started with the appearance of Mayor Coulter to welcome the delegates personally. G. W. Boyd of Emery Industries outlined a sales program. Colin H. Bayley reported on the activities of the National Research Council, for which he directs laundry and drycleaning research. Don Murdoch, a Winnipeg CRI member who is also president of Kiwanis International, stressed the vital importance of brotherhood in today's time of stress.

W. R. Palmer, editor of *THE NATIONAL CLEANER & DYER*, discussed current trends in the drycleaning industry. The Procter and Gamble film, "Leave Less to Luck," followed. Then Dr. James Alexander of the NICD thoroughly reviewed the subject of filtration, adsorption and distillation of drycleaning solvent. A big feature of the banquet program was AIL's consumer picture, "Time For Living."

The morning of the final day was devoted to well-organized plant visits. The Winnipeg group deserves much credit for the manner in which it handled both transportation for the visitors and the actual trips through the plants.

Throughout the meeting there was a subdued air of excitement characteristic of western Canada these days. The cause was easy to find with an oil pipeline just a week away from Winnipeg at convention time, and a covey of small to medium industrial buildings springing up on every side. Western Canada expects to come of age very soon, and the CRI has recognized it. # #



Left to right, CRI DIRECTORS Georges Provost, Douglas Wright, Gordon Gage; president Don Williamson; general manager H. A. McKelvey (standing), and research director Colin Bayley

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calgon *dissolves fast
 at any water temperature!*



New *Instant* Calgon, in dry form ready for use, dissolves so fast and so completely that you pour it directly into washwheel, rinse tub or shampoo. It is no longer necessary to make up solutions in advance. New *Instant* Calgon is ready to go to work for you *right from the drum or bag.*

NEW, CONVENIENT WAY TO QUALITY WORK!
 New *Instant* Calgon gives you the same results as Calgon in regular form: prevents and removes washing film . . . makes water wash and rinse better . . . makes soap, alkali, bleach and starch work better.

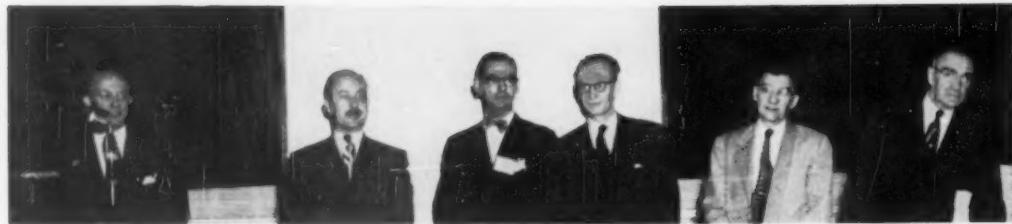
Use Calgon* IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!
 for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!



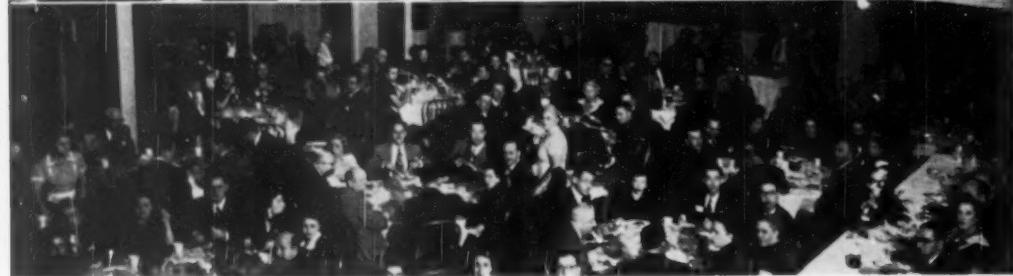
*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

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NEW OHIO OFFICERS, from left: Ross Osborne, president; Carlton Schwan, trustee; H. E. Swigart, vice president; Del Olmstead, D. J. Cooper, trustees; J. N. Aitkin, treasurer



OHIO HONORS VIC KEYS

by WILLIAM R. PALMER

THE emotional high point of the annual convention of the Ohio State Association of Dyers and Cleaners was a brief, dramatic memorial service for Victor L. Keys, late long-time secretary of the association and a true public servant in the highest sense of the term.

The strongest undercurrent was the increasing concern over the labor supply, heightened by a bitter strike in Dayton. Industrial Ohio is really beginning to feel the labor pinch.

Held November 3-5 in Columbus, the Ohio program was a credit to the new secretary, James H. Merritt, and his convention committee, who got off

to an unavoidably late start. Opening with an evening session, the first speech was on devices for improving cleaning procedures, by Walter Reinhardt of Staub & Son, Rochester, N. Y. A panel discussion followed on workmen's compensation and unemployment insurance, moderated by D. R. Kincaid, association attorney, working with state bureau representatives Herman Hickling, Ralph Rowland and Armin Walker, who explained the workings of the various laws.

Following the memorial service on Saturday, C. B. Kasson of R. R. Street & Co. outlined a program for merchandising

drycleaning. Then trends developing in the industry were described by W. R. Palmer, THE NATIONAL CLEANER & DYER. Another panel, this time on consumer relations, filled the afternoon. Moderator Elwood Hopping led a lively question period stimulated by the talks of Dr. W. E. Coughlin of Good Housekeeping Institute, John J. O'Brien, manager of Akron's Better Business Bureau, and L. L. Manship, adjustment manager of M. O'Neil Co., Akron department store.

The banquet speaker was Father Duffy, the famous chaplain of the Bataan Death March. Then on Sunday morning the

business session was sandwiched between a report on NICD's findings on redeposition of soil by George P. Fulton, research director, and a discussion of the Ohio association's drycleaning fellowship at the Ohio State University by Alma Tapscott, director of the university's textile laboratory.

Ross Osborne of Dayton was elected president for the coming year, with H. E. Swigart as vice president and J. N. Aitkin as treasurer (succeeding longtime treasurer J. A. Rorer, who has retired from the industry). Trustees in addition to the officers are Carlton F. Schwan, Del Olmstead and D. J. Cooper. #

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For Fur and Woolen Storage Vaults



- A complete unit in one beautiful cabinet.
- Absolute humidity control.
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- Positive fumigation.
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- Approved by Underwriters' Laboratory.



All of these essential operations of vault air-conditioning may now be yours in one beautiful Marine-Blue unit. Avoid costly installation expenses. Profit from trouble-free operation.

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NEW OFFICERS AND DIRECTORS of Dry Cleaners Institute of Texas, left to right: First row: Raymond Powell, Garnett Lewis, Theron Guffey, C. L. Young. Back row: W. P. McMahon, W. A. Robinson, A. P. Deal, D. E. Gabbert, Milton Usry, James A. Smith, A. E. Sosbee, O. L. Ross

TEXAS INSTITUTE MEETS

FORECASTS for the business future were featured at the convention of the Dry Cleaners Institute of Texas, held October 14 and 15 in Austin. That price controls are inevitable, with only the time uncertain, was the opinion of speaker Max L. Feinberg, counsel of the National Institute of Cleaning and Dyeing. Dr. Aaron Chute, chairman of the department of marketing and transportation of the University of Texas, predicted a general rise in both wages

and prices, continuing prosperity through 1951, and increased labor turnover.

The need for more emphasis on sales, particularly through training of routemen, was stressed by C. B. Kasson of R. R. Street & Co., Inc. President Dean T. Jayroe of the Oklahoma State Association reported on the success of the drycleaning school at Oklahoma A. & M., while details were described by E. L. Massey, in charge of the drycleaning courses.

In the annual elections C. L. Young of Young's American Cleaners & Dyers, Wichita Falls, was chosen president, and Garnett Lewis of Garnett Lewis Cleaners, Austin, was reelected secretary-treasurer. Theron Guffey, retiring president, became a member of the board, which also includes A. P. Deal, West End Cleaners, Houston; D. E. Gabbert, Oriental Cleaners, Midland; W. P. McMahon, Troy Cleaning Company, McAllen; Past President Raymond Powell,

Powell Cleaners, San Antonio; W. A. Robinson, Modern Cleaners & Laundry, San Antonio; O. L. Ross, Ross Cleaners, Brownwood; James A. Smith, McCullough Cleaners, San Antonio; A. E. Sosbee, American Dyeing and Dry Cleaning, Dallas, and Milton Usry, Service Cleaners, Mineola.

A number of allied trades firms exhibited equipment during the convention, which wound up with a banquet, entertainment and dance. # #

BIG ATTENDANCE AT BOSTON

by JOHN J. DUNN

PRICING in the face of today's rising costs came in for a lot of attention at the fourth annual convention of the Cleansing Plant Owners of Massachusetts in Boston, November 11 and 12.

Pricing bull sessions boiled down pretty much to a "who, me?" session. Wholesalers, chain operators, medium-priced plant-

owners and higher-scale cleaners all made statements to the effect, "Somebody is dragging his feet on raising prices, but it ain't us."

No one wanted the stigma of being the first to raise prices in his area, yet it was apparent to all that sooner or later someone would have to make the "break." But who—and when?

Herbert Berliner, Craft Cleaners, Lexington, chairman of the opening session, called the first meeting to order Saturday afternoon. A steam-air finishing demonstration was presented by Larry Porterfield, Wichita Precision Tool Co., Inc. The proper use of air presses was exhibited by H. E. Cole of the New York Pressing Machinery Corp. Abraham Birnbaum, Package Chemical Co., Inc., with the assistance of Zussman Freeman, New England School of Dry Cleaning, demonstrated the operation of the drycleaning cycle.

Dr. Dorothy Lyle, National Institute of Cleaning and Dyeing, acted as moderator for the cost and price panel. Member-



MASSACHUSETTS OFFICERS, left to right: Herbert L. Soffer, executive secretary; Henry J. Shea, retiring president; Harry Rachleff, president; Agop Berberian, treasurer; Frances Dillon, sergeant-at-arms, and Herbert Berliner, vice president



Mrs. March went out like a lamb

You should have seen Mrs. March last month, when she first came in . . . with a log-size chip on her shoulder!



Seems she'd been trying all the other dry cleaners in town looking for one that'd do the kind of super-quality work she wanted.

Darn near lost one of her favorite dresses in the process.

She came to me expecting the worst . . . down on cleaners in general. I did some polite listening before I could even attempt to change her mind. Then I started by telling her that we use Du Pont "Perclene" cleaning fluid and modern equipment for all our cleaning. I thought perhaps she looked a little impressed. But when I used some of the garments on my rack to point out the sparkling brightness in the clothes, you could almost see her confidence grow. She even wound up by telling me

that she uses many Du Pont products at home herself . . . always finds them tops in dependability.

Mentioning our use of Du Pont products worked so well with Mrs. March that I'm trying it with my other customers, too. It's surprising what an impression



it seems to make on them. And it's nice to see Mrs. March come in like a lamb now, too.

Use Du Pont "Perclene" perchlorethylene, the nonflammable, nonexplosive synthetic dry cleaning fluid. This pure, stable solvent can be used in practically every type of synthetic cleaning machine. Its performance is backed by DuPont research laboratories plus the practical advice and assistance of experienced DuPont technical representatives. For complete information write to E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Dept., Wilmington 98, Delaware.

DU PONT "PERCLENE"

perchlorethylene solvent



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BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



ship of the panel included Philip Mason, Mason Cleaners, Canton; Sidney Turin, Coolidge Cleaners, Watertown; Leo Green, Troy Dye House, Boston, and Mr. Berliner. Final event of the afternoon was a silk finishing demonstration conducted by Mrs. Laura Porterfield, Excelsior Machinery Co.

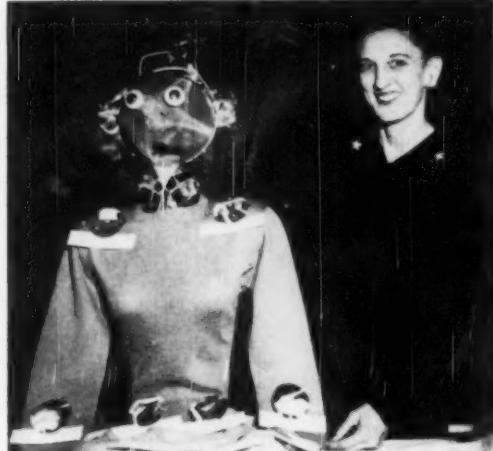
The annual banquet was staged Saturday evening following a cocktail party. Congressman John F. Kennedy was the principal speaker. Songs and dancing capped the entertainment.

Sunday morning was devoted to various committee meetings. At the noon luncheon Dr. Lyle outlined a program for dramatizing the service which the cleaner offers to the public. Committee reports, selection of new directors and the election of officers took up most of the afternoon session.

The attendance at the convention was far and away the best ever achieved by the Massachusetts group. The total registration topped 450.

Newly elected officers are: Harry Rachleff, Milgene, Inc., Springfield, president; Herbert Berliner, Craft Cleaners, Lexington, vice president, and Frances Dillon, Dillon Dye Works, Lowell, sergeant-at-arms. Agop Berberian, Arlington Dye Works, Arlington, was retained as treasurer and Herbert L. Satter as executive secretary.

Additions to the board of directors are: Samuel Britt, Central Cleaners, Milton; Alfred Davidow, Commercial Dye Works, Boston; Zussman Freeman, Freeman Cleaners, Malden; Louis Galitsky, Superior Cleaners and Dyers, Fall River; Louis Golden, Golden Cleaners, Boston; Thomas Horrigan, Gardner Dry Cleaning Works, Gardner; John Kiernan, Coogan Cleaners, Fall River; William Marchese, Nu-Way Cleaners, West Medford; Enrico Marchisio, D & M Cleaners, Pittsfield; Charles Mirkin, Mirkin Cleaning Service, Springfield; Harry Rosenfield, National Laundry, Boston; Ralph Rosenfield, La Blanche Cleaners, Lynn;



DUMMY was used by Dr. Dorothy Lyle of NICD to emphasize fact that "customer is not a sieve head." Signs and photographs at various spots on sweater show where special processing was required

Daniel Shea, Shea Cleaners, field, South Shore Cleaners, Springfield, and Allen Wein, East Weymouth. # #

KEYSTONERS AT PHILADELPHIA

by WILLIAM R. PALMER

DRYCLEANERS in Pennsylvania continue to press for a more stringent licensing provision in the state drycleaning code. This was evidenced by the close attention to the speeches and conversation at the annual meeting of the Penn-

sylvania Association of Dyers and Cleaners in Philadelphia, November 2-4. With one of the best meetings in its history, attendance at the final banquet ran to 500, with 290 complete registrations. Popularity of the football game as an added at-

traction was indicated by the use of 245 tickets to the Penn-Army game. (Other association secretaries take note.)

After the opening business meeting on Thursday evening, R. W. Billingsley, secretary of the Virginia State Drycleaners

Board, made his second appearance in three years to describe the operation of the Virginia drycleaners' code. A lively question period pointed up the growing interest in licensing for Pennsylvania drycleaners.

Friday was a full day, open-

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NEW

PATENTED DRYING ACTION HAS THESE MODERN FEATURES:

- Drys 100% more bundles.
- Heated air must pass through clothes.
- No by-pass—utilizes 100% of heated air.
- Up to 70° lower stack temperature.
- Full floating basket—no overhang.
- Heavy insulated cabinet.
- Motor, fan, bearings on outside.
- Noiseless, no gears or chains.
- Positive heat controls save steam and time.
- Automatic timer is standard equipment.
- One or two pocket basket.
- Available in 40, 60 and 100 lb. load capacities.
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PART OF BOARD OF DIRECTORS. Front row, from left: A. Masciantonio, A. Gonick, John Yorsey, Joseph Beck, John Reardon, Meyer Mednick, James Beck. Back row: Henry Wasbers, J. J. Post, H. B. Crooks, Max Smith, Fred Iverson, Robert De Gaetano, James Keemer, Nelson Gummo

ing with the sales blueprint by Bill Boyd of Emery Industries. In reporting the activities of the drycleaning research fellowship at State College, Dr. Pauline Beery Mack and her staff used colored slides prepared for consumer education by association members, and a special carefully illustrated and graphed edition of the fellowship house organ, *The Broadcast*.

W. R. Palmer, editor of THE NATIONAL CLEANER & DYER, followed with the suggestion that the "customer may still be right in a defense economy." Then a very forthright explanation of a banker's attitude toward credit for drycleaners was given by banker T. E. Halteman of the Pennsylvania Company.

Bernard Baumann of Lumberman's Mutual Casualty Company described the policies involved in reasonably complete coverage, with emphasis on gauging effects of inflation in reducing full coverage to partial coverage. Then the "engineering approach to management

and sales"; i.e., balancing all phases of the operation, was recommended by Eugene Mapel of the Methods Engineering Council. C. Pierce Taylor, state employment service representative, outlined the manpower outlook, which is going to be grim (surprise!).

At the evening session T. E. Millholland, NICD president, pointed out trends in the industry. "Awards of merit" were then given to several men for their "unselfish and invaluable service" to the industry and association, particularly in connection with re-equipping the research laboratory at Pennsylvania State College. These men were: John Weingarten, R. W. Eaken, James Beck and Jack Dober. Ermand Distler, "the New Jersey judge," was the guest speaker.

Saturday's program opened with a production panel with William McBrien as moderator, with Robert Cowie and William White of NICD discussing methods improvements and unit

versus straight-line finishing, and with E. G. Thomas of U. S. Hoffman Machinery Corporation suggesting shortcuts to efficiency. Malcolm S. McNett of NICD then briefed the audience on "simplified costs."

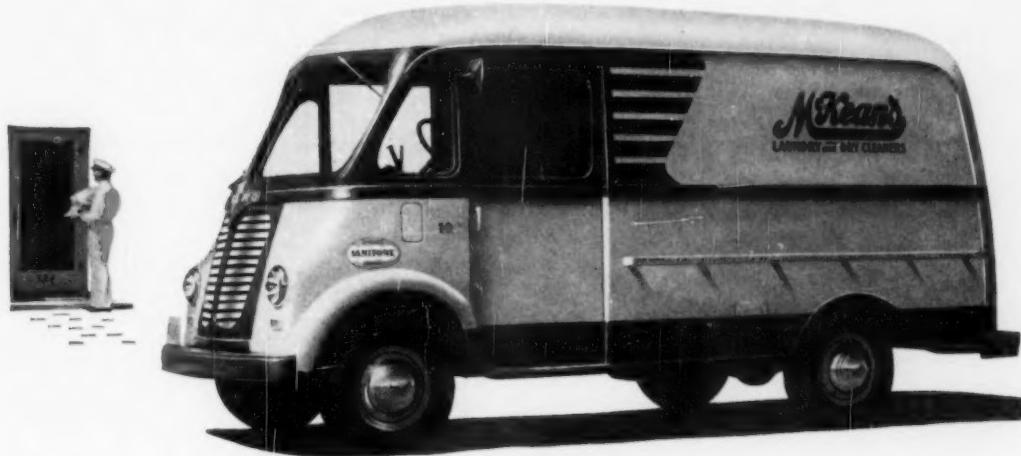
The final jewel in the program committee's crown was the appearance of Governor (elected Senator) Duff as banquet speaker, accompanied by Governor-elect Fine and Internal Affairs Secretary Livingood. The date was November 4.

Pennsylvania has for many years had one of the best associations in the country, but now the organization is extremely active thanks to the large group of officers, many of them younger men, who are carrying its work to the local level. An example is the new president, Joseph E. Beck of Sunbury. His sectional vice presidents are: Meyer Mednick, Philadelphia; John Reardon, Harrisburg; A. Gonick, New Castle, and A. A. Masciantonio, Jeannette; the treasurer is James Beck of Williamsport; sergeant-at-arms is Walter Smith, Connellsville. The retiring president, who also is part of the executive committee, is John Yorsey, Reading. The directors are: Charles Lawrence, Erie; Clyde Peabody, Greenville; Jerome Barniker, Pittsburgh; Harry Reicher, West Homestead; H. J. Walzer, New Kensington; M. L. Swimmer, Uniontown; H. B. Crooks, Bradford; Robert DeGaetano, Indiana; Max Smith, Clearfield; Fred Iverson, Altoona; John Strickler, Huntingdon; Nelson Gummo, Williamsport; Henry Bouchard, Hummels Wharf; J. J. Post, Pottsville; Harold Fleisher, Paxtang; Henry Wasbers, York; James Keemer, Lancaster; James Nicolais, Dummore; G. L. Henry, Hazleton; Francis Wilkinson, Reading; C. P. Freymann, Allentown; Wilson Freedman, Jenkintown; Peter Day, Philadelphia; Harry Blumberg, Philadelphia; Charles Gerbron, Philadelphia; Joseph Needleman, Norwood; Lawrence Jacobson, Philadelphia. #



BUILT EVEN BETTER

than the Metros* that held first place for 12 years



The new Internationals with Metro bodies are even better than the models that were good enough to be leaders in the multi-stop delivery field for 12 years.

Here are some of the outstanding advantages you get in the new Metros:

1. \$11,000,000 Silver Diamond engine. New power and pep as well as new thrift and economy are built into the new valve-in-head Silver Diamond power plant. You get a full-pressure lubrication system, micro-finish main bearings, 100% counterbalanced crankshaft, and other advancements.

2. Faster deliveries. You make better time in city traffic. Improved steering, short overall length, and wider front axle tread enable you to thread more easily through narrow streets, park more easily in cramped spaces, and turn more easily in the shortest practical circles.

3. Easier loading and unloading. Lower Metro floor height makes the driver's job easier, saves extra time and effort in making deliveries from front or rear. In addition, the Metro interior offers more ceiling room for easier stacking of packages.

4. Increased driver comfort. You sit in foam-rubber

comfort on a roomy seat. You get full front visibility through five large glass areas. You enjoy more positive steering control as well as greater maneuverability from a more comfortable driving position.

5. Heavy-duty engineered stamina. Even the smallest Metro has extra strength built into every part. You get the savings in operation and maintenance and the long life that have kept Internationals first in heavy-duty truck sales for 18 straight years.

6. Choice of 6 different models. There are 6 different models in the Metro line to assure you exactly the right truck for your delivery operation. GVW's range from 5,400 to 10,000 pounds; body capacities, from 235 to 375 cubic feet.

Get the complete information about America's most popular multi-stop delivery truck from your nearest International Truck Dealer or Branch.

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

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McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers

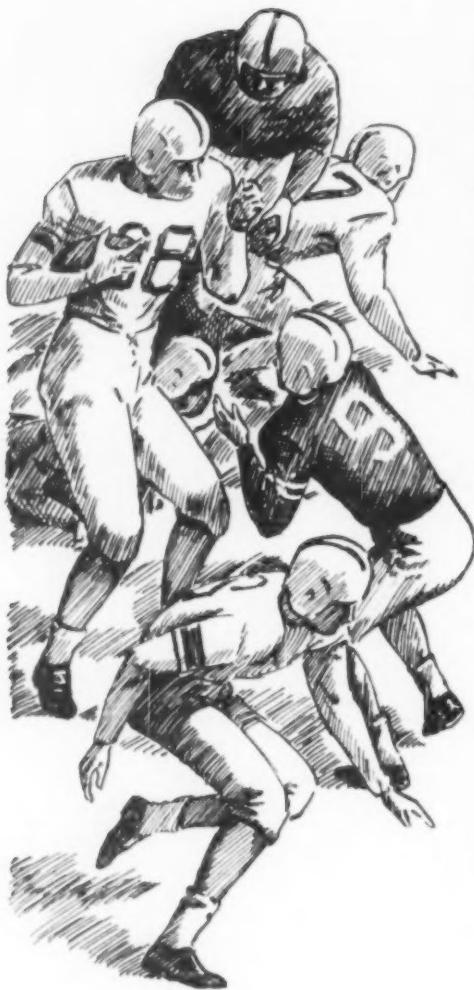


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LIKE Pasadena and the Rose Bowl



STOD-SOL

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GO TOGETHER

Life is just a bowl of roses for the dry-cleaner who relies on Stod-Sol and Stod-Sol "Test Bundle Service." His production is smoother, more efficient and more profitable. His work is top quality because Stod-Sol is top quality. And Stod-Sol "Test Bundle Service" eliminates worry over special attention garments. Learn more . . . ask your nearest Stod-Sol distributor for details.



ANDERSON-PRICHARD OIL CORPORATION



OKLAHOMA CITY, OKLA.

NEWS NOTES

in the trade



Cook Opens New Quarters

COOK Machinery Sales Company has established a combination office and display salesroom at 2220 Main St., Dallas, Texas, according to an announcement by John M. Cook.

The offices occupy approximately 1,500 square feet and are completely air-conditioned.



Directly in the rear is 2,500 square feet of warehouse storage space stocked with replacement parts.

"This move will enable us to conduct clinics for the Southwestern tradesmen and to demonstrate our line of Washettes to visiting jobbers," stated Mr. Cook.

Mathieson Licenses Endriss

ENDRISS CHEMICALS, Philadelphia, Pa., has been licensed by Mathieson Chemical Corporation of Baltimore, Md., to manufacture and sell its Chromotex and Neutrotone, rug cleaning compounds.

Endriss Chemicals is headed by Dr. William A. Endriss, who is widely known in the fields of rug cleaning, textiles and detergents. He was formerly director of rug and carpet cleaning research for the National Institute of Cleaning and Dyeing.

Dust-Control Floor Product

WEST DISINFECTING COMPANY has a product called Antiseptic Westone, which it describes as a time-saving, dust-control method of floor care. The company claims that field testing has shown that

the use of Antiseptic Westone results in reduction of dust damage to machinery, materials and products during manufacturing operations and storage; less absenteeism, because of a cleaner, healthier atmosphere; reduction in maintenance costs; and generally increased sanitary conditions.

Literature on the product may be obtained by writing West Disinfecting Company, 42-16 West St., Long Island City 1, N. Y. or one of its 64 branches.

Hodge, Farwell Moves

HODGE, Farwell & Company, Inc., manufacturer of Sta-Rite trouser guards, shoulder shields, collar supports and tie holders, has announced the removal of its sales office from Chicago, Ill. The factory and sales office have been combined at 1930 Sterling Ave., Elkhart, Ind.

American Builds New Factory

CONSTRUCTION has been started on a new manufacturing building to provide increased production space at the Cincinnati factory of The American Laundry Machinery Co., President James M. Garvey has announced. "Our increased volume of business," he said, "and the production of newly developed equipment have made necessary an immediate expansion of our manufacturing facilities."

The new building is being erected across the street from the company's present Cincinnati factory and general offices, on a 7-acre tract now containing a group of 10 buildings devoted almost entirely to research

Pennsalt Production Transfer

THE Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has announced that it will transfer all production now remaining at its Easton plant to its plant at Cornwells Heights, Pa., by December 31. It is also installing new equipment and improving facilities at the Cornwells Heights plant. Among facilities transferred to the new location will be those for several of Pennsalt's drycleaning and laundry compounds.

Al Foster to Cincinnati

A NEWS note on page 128 of our November issue erroneously stated that Martin Equipment Corporation had transferred Al Foster to its Chicago office. Mr. Foster will be in Cincinnati, with headquarters at Room 426, 307 E. Fourth St., Cincinnati 2, Ohio.

Flynn Completes 25 Years

TWENTY-FIVE years of service with Carman & Company, Chicago, have been chalked up by Ray Flynn. He now joins in the 25-year group seven other representatives of



RAY FLYNN

the office, who are not only active but looking forward to many more years of continued service.

On December 9 at the Edgewater Beach Hotel Mr. Flynn's friends and associates in the company and allied trades will honor him at a dinner. C. R. Conley, president of the Illinois corporation, will present him with a 25-year service pin and wristwatch.

New Perchlor Producer

THE Columbia Chemical Division of Pittsburgh Plate Glass Company, Pittsburgh, Pa., has begun partial production of perchlorethylene, organic chlorinated solvent, at the firm's Barberton, Ohio, plant. The product is being produced in an outdoor facility which has been under construction since February 1, 1950, according to an announcement by E. T. Asplundh, vice president in charge of the chemical division.

Basic raw materials used in the production of the chemical are chlorine and petroleum liquified gas. The solvent is produced through controlled thermal chlorination of the petroleum hydrocarbons. The company points out that per-



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SOLVO-MISER

*The Solvo-Miser reclaims between
90 and 95% of your solvent.

It pays for itself in less than a year.

Production is doubled, even tripled, when used
with a closed type synthetic cleaning machine.

Increases capacity.

Complete expulsion of fumes through efficient
deodorizing system.

Model A—capacity 20 lbs. dry wght. \$1095
Model B—capacity 30 lbs. dry wght. \$1195
Model C—recommended capacity 35 lbs. dry wght. \$1295

HOYT MFG. CORP.

Fall River, Mass.

Gentlemen: We are interested in— Complete literature
 A representative

Firm _____

Address _____

City _____

Name _____

chloroethylene is classified by underwriters as "non-inflammable."

The Columbia Chemical Division, one of the nation's largest merchant producers of chlorine, is diversifying its manufacturing operations into products which utilize chlorine in their chemical composition. In addition to chlorine, major products of Columbia at Barberton are soda ash and caustic soda.

of the shirt and an automatic shirt-band feeder will be added and the unit will be placed in production in a few months. The operator can then work on the One Lay Sleever or other machine, Unipress states, without having to give further thought to the folding.

The placing of the cuff at the beginning of the operation is optional. Shirts may be folded with cardboard or without, making the unit suitable for both commercial and industrial laundries. The neckband may be placed into the shirt before or after folding as desired.

Unipress further states that all kinds of cuffs may be handled, both regular and French cuffs, folded or unfolded. Automatic folding of sleeves and cuffs is optional for industrial laundries. The One Lay Sleever and Automatic Folding Table may be used with two-, three- or four-girl shirt units.

Additional information and layouts may be obtained by writing direct to Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

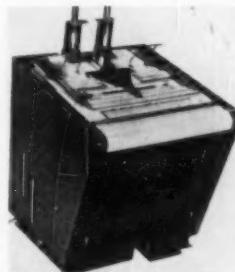
Small Upholstery Unit

A NEW lightweight upholstery cleaning machine, weighing only 25 pounds complete, has been announced by



Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn. It was developed by the company's research engineers to meet the demand for a light portable cleaning unit and has been made available after exhaustive laboratory tests, Multi-Clean states.

A fingertip control button for the ejection of soap solution facilitates control. The unit is adapted for spraying soap foam, insecticides, and moth-preventive products by the hose and nozzle which are standard equipment. The machine is also easily used for cleaning stair carpeting. Multi-Clean states. The cleaning brush is made of genuine Russian bristles which, it is claimed, will not damage any type of fabric. The unit operates from any standard light socket.



a shirt completely, sticks the band, and places the shirt into a container or on a conveyor belt. Guide lights to enable the operator to center the front socket.

Street's Tesko to Marines

STAN TESKO, field technician for R.R. Street & Co. Inc. of Chicago in the Manhattan-Bronx-Westchester area of Metropolitan New York, was the first member of the company's 32-man technical field



STAN TESKO

staff to be called back to the service. He holds a captain's commission in the active Marine Reserves, and his unit was called to duty on August 26.

Captain Tesko has had years of practical plant experience in the drycleaning field. After serving four years overseas with the Marine Corps in World War II, he was detailed to supervise the Marines' laundry and drycleaning operations in northern New Jersey.

Following his release from the service late in 1945, Captain Tesko enrolled in the general course at the NICD and was graduated with high honors from the 57th class. Since that time he has served as superintendent in a number of northern New Jersey's leading drycleaning plants.

The entire Street organization is proud to have an officer of Captain Tesko's caliber serving this country, but it sincerely hopes that the Armed Forces will "clear matters up" in a hurry so that he—and his fellow Marines—can return to their normal civilian pursuits.

Pennsalt Moves at Chicago

PENNSYLVANIA Salt Manufacturing Company, Philadelphia, Pa., has announced the removal of its Chicago district sales office from 20 N. Wacker Drive to Suite 1216, Builders Building, 228 N. LaSalle St.

The new office will be under the direction of George D. Grogan, district sales manager for the company's Heavy Chemicals Department, and John C. Hampson, district sales manager. Puyans and McAvoy will con-

for the Special Chemicals Department.

Pennsalt's other sales offices are located at company headquarters in Philadelphia; in Pittsburgh, Pa.; Paterson, N. J.; Detroit; Cincinnati; Appleton, Wis.; Bryan, Texas; Los Angeles and Berkeley, Cal.; Tacoma, Wash., and Portland, Ore.

Black Recalled to Service

DONALD BLACK, for the past two years representative in the Detroit area of the Davies-Young Soap Company, Dayton, Ohio, has been called back into active service with the Air Force as a captain. He reported for duty at Rapid City, S. D., on October 24, and has been assigned to B-36's.

Parker Appoints Popin

THE Sid E. Parker Boiler Mfg. Co., Inc., Los Angeles, Cal., has announced the appointment of Steve Popin as direct factory sales representative. The appointment, the



STEVE POPIN

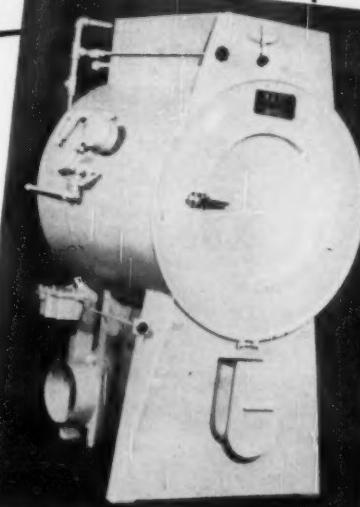
announcement stated, was in line with the growth of the business and to serve drycleaning and laundry plants better in the Los Angeles area.

Mr. Popin's background of experience includes five years in boiler maintenance for Parker in Los Angeles and two years as a special service representative. He will devote full time to serving the steam requirements of plants in the Los Angeles area.

Great Lakes Appointments

M. E. PUYANS and Richard McAvoy have been elected vice presidents of Great Lakes Carbon Corporation, it was announced by George Skakel, president and chairman of the board. In addition to their new responsibilities, Messrs. Puyans and McAvoy will con-

**PROFITS
UP . . .**



**COSTS
DOWN . . .**

TUMBLERS

with

BUILT-IN LINT TRAPS

- NO EXTRA CHARGE
- QUICKLY AND EASILY CLEANED
- NO EXTRA INSTALLATION COSTS
- FULL USE OF HEAT AT ALL TIMES

PLUS

Cylinder V Belt driven through a Reducer by individual motor.

Fan directly motorized permitting it to exhaust while loading and unloading.

LAUNDRY AND DRYCLEANING TUMBLERS

Sizes: 36" x 18" 36" x 24" 36" x 30"

Steam Tumbler starts
at \$380.00

Drycleaning starts
at \$430.00

Write for complete literature
or for a representative to call.

HOYT MFG. CORP.
Fall River, Mass.

EFFICIENT STEAM WITH ELECTRICITY

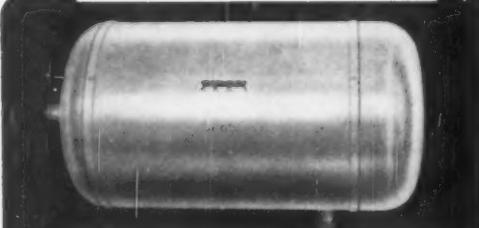
Coates Economy BOILER

ASME Code National Board Inspected U.L. Approved.

Harnessing electric power for your boiler operation is the most efficient and cleanest type of heat available. Coates Economy Electric Boilers provide steam when you want it and at a reasonable cost. Because of its automatic control you eliminate wasted power and steam. There's no heat loss through the insulated walls of the boiler... transfers all heat generated by the current direct to the water in the boiler.

Coates Economy Electric Boilers offer you Sanitary, Safe, Efficient and Reliable heat for any purpose where high, medium or low pressure steam is needed, and is underwriters approved.

BOOSTER HEATER



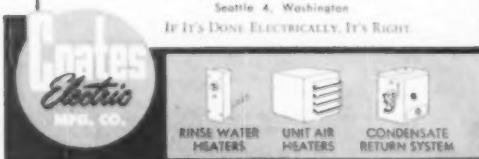
ASME Code
U.L. Approved

Keeping those Jades clean and sanitary with 180 degree F. hot water is done automatically with the Coates Electric Hot Water Booster... made to fit any type of dish-washer. Tested at 125 lbs per square inch, built to custom in ASME code. This booster is designed and constructed to fit beneath the sink, suspended by the plumbing, five from the floor for the most effective sanitary purposes. Write today for further particulars.

COATES ELECTRIC MANUFACTURING CO.
Dept. NC-12, 3610 First Avenue South

Seattle 4, Washington

IF IT'S DONE ELECTRICALLY, IT'S RIGHT.



RINSE WATER HEATERS UNIT AIR HEATERS CONDENSATE RETURN SYSTEM

time to serve as treasurer and general counsel, respectively.

At the same time, Mr. Skakel announced that W. O. Ashe, Jr., and J. W. Meader have been elected assistant treasurers. Additionally, Mr. Ashe will continue to serve as credit manager and Mr. Meader as economist.

low height of the curb is said to facilitate loading and unloading. A spun-aluminum safety cover, hinged to the curb, is doubly interlocked to prevent



starting the extractor with the cover open or opening the cover while the extractor is operating.

The sides of the basket are formed by a single, perforated Monel sheet; the bottom is a one-piece Meehanite metal casting covered on top with a spun Monel sheet. The basket is carefully tested for running balance at rated speed, American states, and is dynamically balanced to accelerate to full speed with minimum power.

Other features of the extractor described by American include a precision-ground, heat-treated steel spindle, taper-fitted to the basket bottom and operating in two heavy-duty bearings. A dual ball-bearing at the bottom of the spindle carries the basket load, and a roller bearing near the center of the spindle carries the radial thrust. A specially designed balancing device is said to compensate for slightly out-of-balance loads and help reduce vibration.

The brake of the 30-inch Monex Extractor is a self-locking, treadle-operated shoe type, spring-cushioned for smooth braking action. The brake is electrically interlocked with the drive motor to prevent starting the extractor with the brake on. The drive motor is the high-torque, heavy-duty, ball-bearing type, and drives the extractor basket through multiple V-belts.

American Monex Extractor

HIGH basket speed of 1320 r.p.m., for quick, thorough extraction of loads up to 80 lbs. dry weight, is one of the features of the 30-inch Monex Extractor pointed out by the manufacturer, The American Laundry Machinery Co., Cincinnati, Ohio.

The curb of the extractor is constructed entirely of Monel and extends to the Meehanite metal base. The exceptionally

Neutra-Lene Folder

A NEW folder has just been issued by The Davies-Young Soap Company on "Buckeye" Neutra-Lene Deodorizer. The folder gives full directions for the use of this concentrated deodorizer in laundries, drycleaning and rug cleaning plants and for upholstered furniture. It will be sent on request to The Davies-Young Soap Company, Box 995, Dayton 1, Ohio.

Martin Building Expansion

SHIPMENTS from the Martin Equipment Corporation have been moved to 777 Hertel Avenue. The entire layout of both Buffalo, N. Y., during recent buildings has been revised to months have been the largest enable the use of streamline in its history, the company an- production methods with the



nounces. This increase of business has made it necessary to acquire an additional building that was available adjoining the original structure.

Martin's executive offices

now occupied by Martin.

New Small Dehumidifier

THE Walter Haertel Company of Minneapolis, Minn., has announced a new junior commercial and industrial Haertel Dehumidifier "50." Powered with a $\frac{1}{2}$ hp hermetically sealed "Freon" condensing unit, the equipment has a maximum 24-hour capacity of 50 pounds of water removal from the air. According to Haertel, it will remove one gallon of water from the air in storerooms or other closed spaces in from four to five

of disposing of the condensate removed from the air are obtainable, Haertel states, and company air-conditioning engineers are available to discuss the many uses of the new unit.

Pantex Ad Campaign

AN advertising campaign recently launched by the Pantex Manufacturing Corporation, Pawtucket, R. I., is designed to show ways in which plantowners can increase not only gross volume but net profit. Slanted specifically toward shirt-laundering service, the new Pantex series incorporates in each ad a typical case of how publicity and promotion on shirt service paid off. A recent ad featured the Royl Cleaners of Greenfield, Mass., which increased shirt business 33 percent by installing and displaying shirt finishing equipment at a trade show in its community.

According to R. S. Swain, executive vice president of Pantex, the campaign is designed to encourage by example and prove by figures the increasing importance of advertising and showmanship in these days of narrowed margins and increased competition from home laundering appliances.

Reprints of the ads, which do not mention specific Pantex products, are available on request to the company.



hours, under average temperature and relative humidity conditions.

Haertel recommends the Dehumidifier "50" for storage rooms, damp basements and vaults, also for more healthful working conditions in the plant, better maintenance, and more dependable conditions for drying and other processing.

Optional automatic means

Vibropad Catalog

A NEW catalog section on its recently introduced Vibropad rubber mounting, describing installation methods, has been published by The B. F. Goodrich Company, Akron,

STOP GUESSWORK and WEIGH as you SCOOP!

Patent No. 2497271



TWO SIZES

#1—for heavy materials such as built soaps, sours and alkalis (\$9.95)

#2—for light powders such as soap flakes, starch, filter aids (\$10.50)

IMPROVED WASHING BY ACCURATE MEASURING IN YOUR FORMULA WITH NEW "ECONO-SCOOP"

- Stainless Steel - Rust Proof Throughout
- Rugged - Built To Take Abuse
- Won't Clog - Rinsable In Water
- Graduated Scale Up To 5 Pounds
- Money Back If Not Satisfied

Order from your jobber or mail this coupon

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Brooklyn 11, N. Y.

Send me _____

COD MO CHECK

#1 #2 "ECONO-SCOOPS"

(Enclose payment and we pay shipping charge)

FIRM _____

ADDRESS _____

CITY _____

**"Investigate my advantages
as a distinctive spotter."**



Try me on writing ink stains. You'll be able to determine instantly whether the ink is removable on the wet or dry side. Apply me, TarGo, to the stain, work in well, to bleed out as much of the stain as possible. If ink is not completely removed, flush out and follow through with your regular method. You will find this method will save time and help remove ink stains.

I can be used wet or dry economically and efficiently. Any basis of comparison will reveal my superiority. Don't take my word for this. Try me and be convinced. It's as simple as that—the happy results you will receive is the testimony others noted after my first application on specific stains.

Ask your dealer about me today!

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

Ohio, and is available upon request to the manufacturer.

The Vibropad is a rubber pad, 12 inches square, together with rubber tubes and snubbers from which individual mountings to muffle shock, noise and vibration may be fashioned by the operators of machinery which creates these conditions. It is sold in a package which includes a booklet giving full directions on application procedures.

Sec Promotes Blackman

THE Sec-O-Matic Corporation of Bloomfield, N. J., has announced the appointment of Carl Blackman as manager of sales and service and of John Russel as comptroller.

Associated with Sec-O-Matic and its predecessor company since 1936, Mr. Blackman brings to his new assignment a wealth of experience in the problems of drycleaning establishments and their requirements for trouble-free equipment.

The demand for the new Sec units, the company states, has already made necessary an increase in production facilities with expanded sales and service activities.

LCATA Breakfast

APPROXIMATELY 250 allied tradesmen attended the Laundry and Cleaners Allied Trades Membership Breakfast Meeting in Boston on October 7 during the AIL Convention. The theme of the meeting was concerned with the current industrial defense program and several illuminating talks were given on this subject.

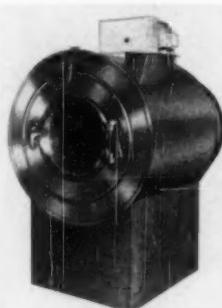
Seen at the head table in the photograph, from left to right, are: W. H. Rometsch, chairman, LCATA Exhibit Committee; Oscar Ketchum, president, National Association of Institutional Laundry Managers;

Norbert J. Berg, managing executive, National Institute of Cleaning and Dyeing; C. W. Johnson, president, Laundry & Dry Cleaners Machinery Manufacturers Association; Fred McBrien, president, American Institute of Laundering; J. Stanley Hall, president, Laundry and Cleaners Allied Trades Association; T. E. Millholland, president, National Institute of Cleaning and Dyeing; Albert Johnson, Harold Howe and George H. Johnson, secretary-treasurer, Washington representative and vice president, respectively, of the AIL.



Cook Senior Washette

A NEW 75 lb. capacity open-end washer, known as the Cook Senior Washette, has completed a series of field tests in a select group of laundries and is now in production, ac-



cording to an announcement by John M. Cook, Cook Machinery Sales Company, Dallas, Texas.

The new Senior Washette employs the mechanical features of the other Cook Washettes and all major parts have been made stronger and more durable to handle the heavier washing load, Mr. Cook stated. A heavier gauge stainless steel is

used in the drum, cylinder, shell and base. The 36-by-30-inch embossed cylinder has four 6½-inch ribs, providing a 36-inch drop. The door has been increased in size to 18 inches in diameter; the door and hinges are made of brass and are larger and stronger.

The Senior Washette has the same washing cycle of the Cook Junior and Master Washettes, it is stated, and is equipped with a 3-inch quick-openning dump valve. Semi-automatic controls will be available in the near future. The Senior Washette occupies a floor space of approximately 4 feet by 6 feet deep.

New Airdry Tumbler

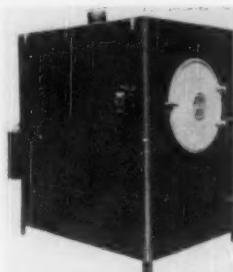
THE new Advance Airdry Tumbler has been announced by Driair Process Machinery Co., Penn and Ruan Sts., Philadelphia 24, Pa. According to the announcement, the machine is the product of seven years of development and two years in actual plant use. Twelve original features are covered by U. S. patents.

The 42-inch open-end Advance will dry 130 pounds of drycleaning materials in 25

minutes, the company claims, consuming less than three pounds of steam per hour. A

towels without the need for pretumbling.

The Advance Airdry Tumbler is also available in a laundry model.



special feature pointed out by the manufacturer is the fact that there is no shaft overhang, thus eliminating spider and bearing worries through overloading. The company also reports that the U. S. Quartermaster Department has found the cylinder construction less abrasive on clothes.

Emphasis is also placed on the claim that blues, grays and browns can be dried at the same time in the Advance Airdry Tumbler with no transfer of lint. It is also said to remove hair from barber

Small Recovery Unit

A SMALL-SIZE solvent recovery unit has been introduced by the Hoyt Mfg. Corp. (formerly E. J. Perry Corporation). Called the Miniature Solvo-Miser, it was designed in response to a demand for such equipment to be used with small synthetic units, according to H. R. Hoyt, president of the company.



Measuring 36 by 18 inches, with a capacity of 20 pounds, the Miniature Solvo-Miser can go through a 36-inch doorway. Mr. Hoyt stated that field tests of the new recovery unit showed a reclamation percentage as high as 96 percent. The announcement further points out that all machine parts that come in contact with solvent are lead-coated. The basket and fan are separately motorized to permit continuous exhausting while the machine is being loaded or unloaded.

Further details may be obtained by writing Hoyt Mfg. Corp., Fall River, Mass.

New Electric Spray Gun

AN electrically operated spray gun, named the Champion "Spotmaster," has just been announced by the Champion Implement Corporation. A self-contained appliance designed for stain and spot removal, application of water repellents, water spraying, moth protection, etc., the device is said to apply practically every kind of liquid with a smooth, penetrating spray, avoiding rings or excessive abuse to nap and texture.

The Spotmaster has a gun-

for beauty and perfection in
FUR CLEANING
nothing can compare with
the simple, low-cost
Lusterway
PROCESS

You can actually SEE the difference when a fur coat is cleaned by the Lusterway® Process. It glows with newlike sheen. It's CLEAN clear through—pelt deeply re-oiled so it holds up better in bad weather, stays clean longer. AND, best of all, you need never even open a lining—you never have a "sawdust hangover" in coats cleaned by Lusterway®. Nothing—no NOTHING—can compare with Lusterway® for speed, economy, eye-opening fur glory and ease of application. ANYONE can be a fur cleaning expert in a matter of minutes with the Lusterway® Process, a satisfying profit-maker for you.

TODAY—

write, wire, phone
or ask your jobber

* Reg. U. S. Pat. Off.



ROOT & CO.

11 IONIA AVE., SW

GRAND RAPIDS 2, MICH.

New ZEPHYR Dry Cleaning Washer PRICES CUT BELOW 1939 LEVELS

Cuts Washing Time Up to 30%
Reduces Spotting Up to 50%

Here's the greatest bargain in the industry today! This NEWEST MODEL Dry Cleaning Washer . . . with every modern improvement for higher speeds, greater output and reduced cleaning and spotting-time costs . . . YET PRICED 'WAY DOWN BELOW 1939 LEVELS! Immediate deliveries on all sizes from 30" to 54", 30" to 72" diameter.

EXCLUSIVE FEATURES

All steel cylinder . . . all steel shell . . . self-aligning roller bearings . . . double doors with unloading shelves . . . pivoted drive . . . noiseless . . . safe.



WRITE, WIRE OR PHONE FOR DETAILS TODAY

ZEPHYR LAUNDRY MACHINERY CO.

LA SALLE AND HURON STREETS • CHICAGO 10, ILLINOIS

like grip and trigger to control spraying accuracy. No compressor is used. An even, constant

volt AC light socket, it is said.

Additional information on this new spotting gun may be obtained by writing Champion Implement Corporation, Dept. N., 45 W. 45th St., New York 19, N. Y.



spray is maintained, the company states, by means of an electric vibrator with non-corrosive piston and cylinder completely built in. An adjustable nozzle regulates the spray to suit different purposes.

The Spotmaster is constructed of heavy cast aluminum, which is light in weight and said to be unbreakable and easy to clean, with no special oiling or maintenance required.

The complete unit consists of an all-metal gun with built-in motor, a 25-oz. glass jar with an 8-ft. approved cord. It can be plugged into any 110-

Finlayson Joins Consultants

IT has been announced that Ernest W. Finlayson, who recently resigned as general manager of the Canadian Research Institute of Launderers

and Cleaners, has become associated with American Conditioning House, Inc., Boston, Mass., a laundry, drycleaning and textile consulting firm, as executive assistant to the president, H. J. Wollner.

Mr. Finlayson will cooperate with Arthur L. Anderson, coordinator of textile and laundry research for American Conditioning House, in a study of new detergents and drycleaning techniques to determine their

adaptability to the needs of the textile and garment trades.

With a background of 13 years in laundry and drycleaning research, Mr. Finlayson was for several years a member of the Canadian Purchasing Standards Committee on Textile Specification Standardization, and served during World War II as officer-in-charge of mobile laundry design in Canada, the United Kingdom and northwest Europe.



ERNEST W. FINLAYSON

New Water Repellent

A WATER repellent designed especially for synthetic fabrics made of acetate, nylon, Orlon and Fiber V has been developed by Dow Corning Corporation. Known as "Decetex 104," the repellent is applied in manufacture. It is said to be especially durable, retaining a spray rating of 90 to 100 after 10 drycleanings and of 80 after three launderings. #

New Textile Finish

A NEW product trademarked "Zeset" has been introduced by the Du Pont company. It is said to impart durable wrinkle resistance and shrink resistance to cotton and viscose rayon fabrics. It is applied to the fabric by the textile processor. #

How To Locate Hidden Pipe Leaks

THE accompanying sketch shows how to locate a hidden pipe leak. The method is applicable to water or other liquids, and even to gas, steam and air pipe under certain conditions.

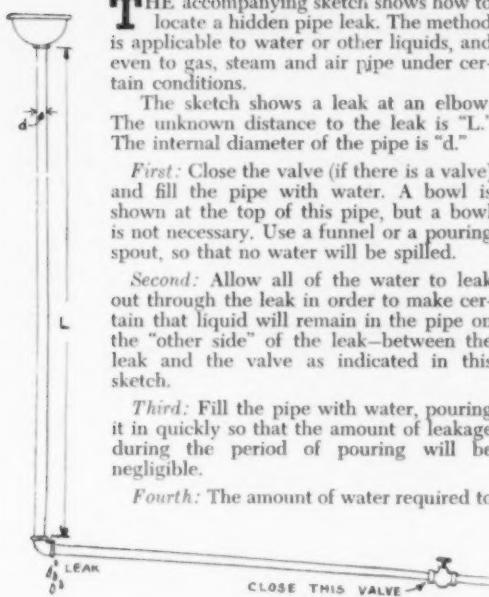
The sketch shows a leak at an elbow. The unknown distance to the leak is "L." The internal diameter of the pipe is "d."

First: Close the valve (if there is a valve) and fill the pipe with water. A bowl is shown at the top of this pipe, but a bowl is not necessary. Use a funnel or a pouring spout, so that no water will be spilled.

Second: Allow all of the water to leak out through the leak in order to make certain that liquid will remain in the pipe on the "other side" of the leak—between the leak and the valve as indicated in this sketch.

Third: Fill the pipe with water, pouring it in quickly so that the amount of leakage during the period of pouring will be negligible.

Fourth: The amount of water required to



fill the pipe down to the point of leakage is the exact internal volume of the pipe down to the trouble spot. Therefore, knowing the internal diameter of the pipe "d" it is easy to determine the exact location of the leak at distance "L".

If the pipe is clogged and operating very slowly, the same method is applicable, except that for the second step do this: Allow the water to seep through the clogged spot completely. It doesn't make any difference whether or not liquid remains on the other side of the clog. All other operations are the same as given above.

It is not difficult to figure the volume of a pipe and the distance to the trouble spot knowing that there are 231 cu. in. in a gallon. In one pint there are 28.8 cu. in. If the pipe is a $\frac{1}{8}$ -inch standard pipe it is well to know that 42 ft. of $\frac{1}{8}$ -inch pipe will hold one pint. Or, 23.2 ft. of $\frac{1}{4}$ -inch pipe will hold a pint; 12.6 ft. of $\frac{3}{8}$ -inch pipe; 7.9 ft. of $\frac{1}{2}$ -inch pipe; 4.5 ft. of $\frac{3}{4}$ -inch pipe; 2.78 ft. of 1-inch pipe; 1.6 ft. of $1\frac{1}{4}$ -inch pipe; 1.17 ft. of $1\frac{1}{2}$ -inch pipe; 0.715 ft. of 2-inch pipe; 0.5 ft. of $2\frac{1}{2}$ -inch pipe; 0.325 ft. of 3-inch pipe; 0.243 ft. of $3\frac{1}{2}$ -inch pipe, and 0.189 ft. of 4-inch pipe. That covers the most commonly used pipe sizes.

For example, let us say that you poured $2\frac{1}{2}$ gallons of water into a 1-inch pipe before it was filled, as above. There are 8 pints in one gallon, therefore you poured $8 \times 2\frac{1}{2}$, or 20 pints into the pipe. The above paragraph shows that 2.8 ft. of 1-inch pipe holds one pint. Whence, 2.8×20 gives us 56 as the answer. The trouble spot "L" is therefore 56 feet away. #



See your Darco distributor now! And write for "Handbook of Solvent Recovery."

Fatty Acids Can Stink-up Your Cleaning

Use Blue Label DARCO To Get Sweet-Smelling, Quality Dry Cleaning!

Using Blue Label Darco in your filter regularly, traps all kinds of residues that foul your cleaning solvent. Darco gives you *quality* dry cleaning without the need of special "sweeteners."

Every morning, before you begin operations, after precoating add Darco to your filter . . . recirculate solvent till clear and you're ready to run your first load of work.

Using Blue Label Darco regularly kills off the cause of odors by keeping your solvent clean. You get the kind of work that brings back customers—and improved performance from your washer, still, filter, and tumbler.



DARCO DEPARTMENT ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

Almore Suggests

Season-High Colors for Dyeing Satisfaction

Your every customer is looking for style. You can give it to her when you feature—not just dyeing—but season-keyed dyeing. For Winter woolen garments, Almore-Blue, a new, rich, wanted shade will add up-to-the-minute style-rightness to faded coats, suits and formal wear. Send garments for dyeing to:

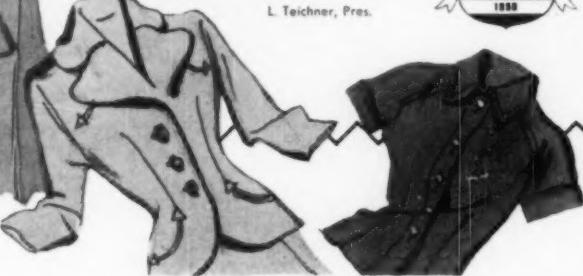
ALMORE DYE HOUSE

4412-24 S. Wentworth Ave., Chicago 9, Ill.

L. Teichner, Pres.



THE DYEING NAME
OF UNDYING FAME



Songs with a Twist

SONG sheets with the words to a number of familiar melodies are quite familiar to the American public that spends so much time at conventions, fraternal club meetings, society shindigs, etc. Hintze Cleaners and Dyers of Stroudsburg, Pennsylvania, has added a new promotional twist to the song sheets by placing parenthetical comments in smaller type after the title of each song.

Some examples from the half a hundred songs are



Courtesy American Legion Magazine

"So I says to Harriet, 'If they can't clean an old pair of G.I. clothes without shrinking them, then we'd better take our business elsewhere.'"

"Auld Lang Syne" (Old acquaintances are never forgotten at Hintze's); "School Days" (Let Hintze worry about your children's clothes); "After the Ball" (Hintze will take care of you); "Melancholy Baby" (Come to me with your spot troubles—Hintze); "Keep the Home Fires Burning" (For rugs, draperies, and furniture, Phone 122); "Silver Threads Among the Gold" (Your clothes will not fade if cleaned by Hintze); "Goodnight, Sweetheart" (And phone 122 tomorrow); "Show Me the Way to Go Home" (Don't worry about spots, Phone 122); "Down by the Old Mill Stream" (Don't worry about shrinkage if you fall in, just phone 122), and "When I Grow Too Old To Dream" (No matter how old you get, you will look young in Hintze cleaned clothes).

These sheets are distributed without charge at all meetings, courtesy of Hintze Cleaners and Dyers. Meetings being such as they are, Mr. Hintze can be assured of pretty widespread readership by otherwise bored or restless persons, who may never get around to singing but certainly will do some reading. # #

Dirt-Guessing Contest

A GUESSING contest recently conducted by A-1 Cleaners of Duquoin, Illinois, served the double purpose of publicizing the firm and acquainting prospects with the amount of dirt accumulated by a rug in use. Patrons were asked to estimate the amount of dirt taken from three rugs by a new cleaning device, with free rug cleaning as prizes to the closest guessers. The dirt actually weighed six pounds and six ounces, according to the proprietor, James Elkins; the closest guess was two ounces low. # #

Floral Window Display

RARE tuberous begonias, Australian lilies of the Nile, and oleanders can be seen growing the year around in the display window at Peacock Cleaners, Greeley, Colorado. For years Peacock's owner, F. A. Kratzer, has raised these three types of plants. "The steam in the air," he said, "is very beneficial and I think a cleaning plant is the ideal location for the culture of these three plants."

Over 500 visitors a year register in a guest book at the plant store—people from all over the country who stop at Greeley because they have heard of cleaner Kratzer's success with his hobby. # #



CULTIVATION OF RARE FLOWERS doubles as hobby and cleaning-plant window display for Colorado drycleaner F. A. Kratzer. It's the steam that does the trick, he says.

Mineral Wool Jackets on Presses

TO insulate steam-heated presses at a Hart, Schaffner & Marx plant in Chicago, mineral wool cement was selected. Special attention to shock-resistance was



METHOD OF INSULATING press with mineral wool is illustrated in photograph above

required in applying mineral wool insulating jackets on the upper and lower bucks of presses. The press insulation was specifically designed to cut heat radiation from the bucks into working areas and at the same time reduce heat waste.

The press in the photograph is covered with 2 inches of mineral wool cement, beveled to a half-inch thickness at the edges of the bucks. The metal surfaces of the bucks were first prepared for application of the insulation by removing all dirt, grease and other surface matter. A 1-inch layer of mineral wool cement was troweled on to the metal surface in two half-inch layers, the


MARK IT!
SOAK IT!
TEAR IT!

WRITE for SAMPLES →

Cleansertag will
Take Your Toughest Abuse

CLEANSERTAG is not ordinary tag material . . . it's tougher, stronger, better in every way. But don't take our word for it. Try it yourself. Write for samples *today*. Then mark them . . . soak them . . . tear them. You'll be amazed at CLEANSERTAG toughness both wet and dry . . . at the way it holds markings despite the most caustic solutions . . . at the way it always lies flat . . . at its low price. Write . . . you'll be pleasantly surprised.

HOLLINGSWORTH & VOSE COMPANY
EAST WALPOLE, MASSACHUSETTS

Yes! I'd like to give CLEANSERTAG a test in my plant.
Send me samples today.

Name _____

Title _____

Company _____

Street _____

City _____

State _____

SOLVINK'S THE SPOTTING SOLUTION

TO REMOVE INK - RUST - PAINT - BLOOD

Solvink does the job better and faster with less work on your part.
No waiting. Nothing to dissolve. More profit on every job.
Guaranteed satisfaction every time.

½ pint of Solvink—two solutions—\$2.25

Let us prove to you that Solvink is the fastest, most economical, most efficient spotting solution on the market.

Order from your jobber on a
MONEY BACK GUARANTEE
or Write Dept. 11-N for FREE SAMPLE

GREENVILLE CHEMICAL COMPANY
Manufacturers of

Greenville, South Carolina

SOLVINK - GREENZYME - TANSOL - IODAZE - SIZ-IN

second layer applied after the first had thoroughly dried.

As reinforcement to reduce the possibility of damage, 1-inch galvanized wire netting was stretched over the 1-inch coat of cement and wired securely at the edges of the bucks. Two additional half-inch layers of insulating cement were applied over the wire netting and allowed to dry. The installation was finished with 6-ounce canvas pasted over the cement and snugly fitted around the handlebars and the frame of the upper buck. # #

Curiosity Quencher

A SMALL drycleaner in Gary, Indiana, has taken advantage of curious glances of customers into his store window at night. Nu Method Cleaners, operated by Isadore Fromm in conjunction with his father and brother, leaves a set of neon lights burning inside the plant until after midnight every night. Each set of lights describes a department in the plant. This not only tells the window gazers what the equipment is for, but reminds them that certain services are available.

This has been particularly effective with the sign reading "Shirt Laundry" hung over the two-girl shirt-finishing unit. Other signs distributed throughout the small plant are "Waterproofing," "Drycleaning" and "Receiving." # #

Cure for Wall Doodlers

DO you have "doodlers" who, every time they use the telephone, grab a pencil and begin marking the wall? Rainbow Cleaners, at Billings, Montana, had

them. Repainting the wall didn't help—two weeks later there were just as many "doodles" as before.

Then Mrs. Wally Doe, wife of the co-owner, had the bright idea of hanging a roll of adding-machine paper by the telephone. The wall has not been refinished again but the paper has cut down wall doodling considerably. Besides, the roll of paper is a handy reference for checkbacks on calls. Each evening the used paper is torn from the roll, dated, and filed in a drawer. # #



Double-Purpose Premium

BUSINESS is booming at Idaho Falls, the only city of any size near the new atomic plant at Arco, Idaho. This mushroom growth brought a special advertising problem for Model Cleaners, with routes covering every section of its city of 25,000 population.

Carl Day and Wilburn Frandsen, owners of Model, decided to try a giveaway and selected a plastic disc attached to a short chain, to be used as a hanger for



DOUBLE USE OF GIVEAWAY is demonstrated by partners Carl Day (left), as key chain, and Wilburn Frandsen, as phone-book hanger

telephone books. The discs were eight-sided with a hanger hole about the size of a dime. Both sides were imprinted: "For Courteous Service—Model Cleaners—Phone 1448W."

Distribution of the gadgets, which the owners believe covered 95 percent of the city's phone users, has been handled by routemen, over the counter, and with the help of a special salesman who makes house-to-house calls. Whenever possible the routeman or salesman asks to be allowed to place the hanger on the phone book and put a screw hook in the wall at the desired place. It was found that this service got better results than when it was left to the home owner to put up the hanger. With 95 percent of the directories in Idaho Falls hanging on Model hangers, the plant received double the daily calls asking for routemen to stop.

There was only one hitch but even this has turned out well. Customers soon discovered that the phone-book hangers also made good key rings. So many called at the plant and asked for them that the supply was exhausted. A second double order was sent in and the hangers are now being given away as key rings. As key rings, more discs have been passed out—by routemen, the special salesman, and through the plant office—than were required for a 95 percent phone-book coverage. # #

A Contest Every Month

"EVER notice how much more fun it is to finish a task when you are trying to beat some other fellow?"

Walter Woodburn, sales manager at Model Dry Cleaners, Seattle, Washington, answers his own question with a contest for every month of the year. They last 30, 75 and 90 days but overlap, with two contests

Did you know... THERE'S A NATIONAL MARKING DEVICE AND CONVEYOR FOR EVERY PURPOSE?

National marking machines such as the famous LEVER PRINCIPLE MODEL  are standard equipment in most smaller laundries and dry cleaning plants. Similarly, NATIONAL'S  POWER-OPERATED

No. 8's  are standard in larger laundries. Larger dry cleaners are enthusiastic about NATIONAL'S

POWER TAG MAKING machines.  Throughout the entire laundry industry, NATIONAL

BREAK-
ING AND MARKING TABLES  and NATIONAL LISTING MACHINES

are vital factors in today's speedy, economical operation. You'll like the quality and long life of NATIONAL NET PINS  and NATIONAL all-wool FELT PADS. 

There are NATIONAL MARKING INKS  for every purpose.

THE NATIONAL MARKING MACHINE CO.

4026 CHERRY STREET

CINCINNATI 23, OHIO

NATIONAL equipment cuts costs, saves time, eliminates lost garments. NATIONAL, with nearly 50 years experience, reminds you: "There's a NATIONAL marking device and conveyor for every purpose!"

ORIGINATORS OF THE FAMOUS FANTOM-FAST SYSTEM OF INVISIBLE IDENTIFICATION



NO TRICK to Better Pressing... when you use the U.S.

A Matchless Pressing Pad
for Faster, Trouble-free
Press Machine Operation

ALL-IN-ONE
Steam Flow
**KOYLOON FOAM
PAD**

ANOTHER
NEWHOUSE
PRODUCT



THE natural porous quality of U. S. Koylon Foam insures instant, full passage of steam and vacuum draw. Its high resilience cuts down button and zipper breakage and prevents fabric shine.

The Spun Glass Insulation adds still greater resiliency and the overlapping Asbestos protects the press cover from scorching and burning. This better pad is economical because it stands up so much longer and easily pays for itself in money saved.

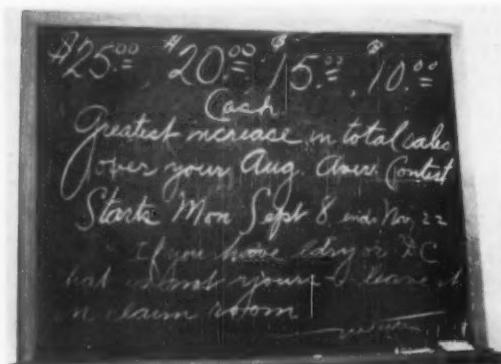
PRICES: Topper \$6.50, 38" \$10.50, 42" \$12.00, 45" \$13.50

If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY, 1125 E. COLORADO BLVD., GLENDALE, CALIF.

running partially at the same time, to bring the total to 12 contests per year.

Volume-increase contests are run several times a year. Prizes of \$25, \$20, \$15 and \$10 go to the routemen showing the greatest increase for a 75-day period over the average for the 30-day period previous to the



starting date for the contest. In the contest noted on the bulletin board reproduction here, for example, every routeman would show some increase for the contest period, since August is normally a slow month.

In Model's drivers' room one bulletin board carries the terms of the current contest. Another board lists the routemen and shows their weekly standing in the contest. # #

Welcome-Home Promotion

GOOD timing and astute use of travel notes in local newspapers are boosting business for Riker's Dry Cleaners of Lansing, Michigan.

Notices announcing the return home of Lansing travelers are clipped and pasted to friendly sales letters. Starting with a "welcome home" introduction, the letters go on to explain the firm's drycleaning services and to promote its storage vault.

Letters are promptly mailed and quickly followed up by personal calls at the homes of the returned travelers. The firm reports that most prospects respond by sending in soiled and rumpled traveling garments. # #

Alterations on Display

ANOTHER in the long list of proofs that you must get it out where the customer can see it if you want to sell it is the new arrangement of the alteration department at Pantorium Cleaners in Caldwell, Idaho.

Dissatisfied with alteration volume, A. A. Koch and his son Glenn, who operate Pantorium, decided to make some changes.

First they cut an opening through from the store to the finishing room just a foot or so back from the front. Next they moved the alteration and repair department to the front of the finishing room where there was a large plate-glass window. The alteration and sewing department was dressed up and made the window set, and a counter was added.

When this work was done Pantorium advertised for alteration and repair business. Cards were placed on



the trucks and in the plant office. These cards are changed to keep up with trends, as: "Let us cut down your long coat into a latest style shortie."

That's the story. Paid-for alteration volume doubled in 30 days and it is now three times what it was before the change was made. # #

Easy Way To Test Belt Drives

A. WITH a speed indicator take the r.p.m. of the driven pulley when the belt is not loaded.

B. Then take the r.p.m. when the belt is fully loaded.

Subtract B from A, multiply the difference by 100, divide by A, and you have the percentage of power loss.

For example, if A is 1000 r.p.m. and B is 950 r.p.m., the difference is 50. Multiplying that by 100 we get 5,000. Dividing 5,000 by 1,000, the answer is: 5 percent power loss.

This means that if your power is now costing you \$1,000 per year the belt power transmission loss is \$50 per year.

In other words, whatever the annual cost of your power—provided all of the power passes through a belt—multiply the percentage of power loss by the cost of the power and you have the cost of the belt transmission loss.

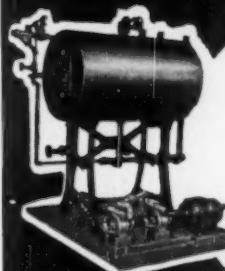
Belt transmission losses should be no greater than



"Mr. Jayroe, that last batch of valves . . . coops!"

Pennies Saved on Interior Boiler Room Equipment Will Cost You Many Dollars in Lost Profits Due to Higher Fuel and Maintenance Costs and Inefficient Steam Production! Your Boiler Room Equipment Is Your Most Important Plant Investment! Why Take Chances?

YOU CAN BE SURE IF YOUR BOILER ROOM IS KISCO EQUIPPED

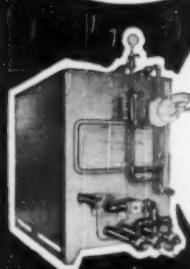
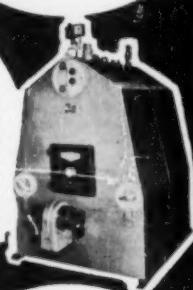


Kisco-Bilt Return-To-Boiler SYSTEM

The Kisco-Bilt Return-To-Boiler SYSTEM will increase boiler efficiency, step up production and cut fuel bills. It reclaims BOTH high and low pressure condensation and feeds HOT make-up water to the boiler automatically as needed. The Kisco SYSTEM adds years to the life of any boiler.

Kisco SteemAtic Water Tube Boiler

The most economical and efficient boiler we've ever built. Designed for your requirements . . . designed for fast steaming . . . for equal efficiency with any type of fuel or automatic firing equipment . . . designed to do the job better at less cost. Fully insulated, fully "packaged" for easy installation.



Kisco Oil or Gas Fired Cabinet Boiler

A compact, fully insulated, automatic boiler, designed exclusively for gas or oil firing. The "Three-Way Heat Travel" is an important economy feature. Furnished completely assembled in 3 to 15 horsepower sizes, ready to connect in your plant.

Kisco Boiler & Engineering Co.

2414 DE KALB STREET ST. LOUIS 4, MO.



HAMMOND—
THE HOUSE OF
Service

For more than 40 years Hammond has been a house of service. No problem in the laundry or dry cleaning industry has been too trivial to receive our most conscientious consideration.

We believe this service given to the trade is largely responsible for a steady growth during that time—a growth that has placed Hammond equipment in every state in the union and in many foreign countries.

Our organization has been enlarged and we are now equipped to give still greater service to our many customers throughout the South. We want our friends in the trade to ask for this service.

We are proud of the good will Hammond equipment has built. To keep this good will, our staff is dedicated to Service—not only to keep your equipment going, but to constantly manufacture machinery with all the new developments the trade demands.

Write for literature and prices on new Hammond equipment!

HAMMOND BLDG. WACO, TEXAS

Hammond
LAUNDRY-CLEANING MACHINERY CO.

DIRECTORS
OF
HAMMOND
SERVICE



WILLIAM S.
HAMMOND
President



FRED H. WINSLOW
Vice-President and
Chief Engineer



ROGER N. CONGER
Secretary and Director
of Sales



RAY L. HICKS
Advertising Director

TROUBLE-FREE
KEWANEE
SCOTTIE JR



- It lasts and lasts and lasts without break-downs. Easy to handle, every part accessible . . . it's truly trouble-free. For any fuel

6 to 36 H. P.—100 lbs. W. P. T.A.T.

For 6" Scale with pipe diameter markings . . .
WRITE Dept. 99-G12

KEWANEE BOILER CORPORATION
KEWANEE, ILLINOIS
American Standard & Standard Quality

2 percent. If your computations show, as above, that the loss is 5 percent, it means that 3 percent can be saved by eliminating belt slip. Your saving would then be \$30 per year, if your power cost is now \$1,000 per year. If your present power cost is \$10,000 per year, the saving would be \$300 per year.

Elimination of belt slip is almost invariably well worth while and it can usually be accomplished in one way or another at surprisingly low cost. # #

Small-Town Silhouette Contest

RETAILERS of Grays Lake, Illinois, including dry-cleaner Peggy Bennett, recently put on a silhouette contest which attracted a great deal of interest in that town of about 1,200 population.

When the contest was announced the local newspaper printed a page of silhouettes of all participating merchants, with no identifying names or explanatory clues. The first person to identify any merchant received a small cash prize.

The cost of the campaign to each participating business was \$32. The silhouettes ran for three weeks, with the fourth week's issue carrying the identifications. Along with each week's silhouette, the newspaper published a running story about the participating firms, detailing the lines carried and the services given to the trade area, and stressing a "Buy at Home" theme. # #



(18)

PEGGY BENNETT

Peggy Bennett Cleaning Shop
Cleaning & Alterations

Phone 3-2211

★

SPECIAL ALL THIS WEEK:
ALL SWEATERS CLEANED
FOR 50c EACH — (IF YOU
MENTION THIS "AD").

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?



These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them. Why?—They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy GI-GR-NITE Casters every year. Act now. See for yourself what GI-GR-NITE Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.
CLINTON 14, MICHIGAN

In Canada: Advance Steel Products Ltd., Chatham, Ont.

GI-GR-NITE (Geiger-Knight) CASTERS

SIGNS OF THE TIMES

(Continued from page 18)

monthly gain over the same month of 1949. August 1950 was 9.36 percent over August 1950. According to the Department of Commerce, national retail trade in August 1950 was 20.44 percent higher than in the same month of last year.

#

Oklahoma Board Approves Rises: The State Dry Cleaners Board of Oklahoma has approved a petition by the Oklahoma County Cleaners Association to increase prices on seven items. The minimum price has been raised from 85 cents for suits and 50 cents for shirts, skirts and trousers to a new minimum of \$1 for suits and 60 cents for the other items. Increased costs were given as the reason for the rise. C. Lyle Smith, president of the county group, stated that the members considered the increase a reasonable one.

The board also approved an increase in drycleaning prices in Noble County, from 75 to 90 cents for suits or plain dresses, from 40 to 50 cents for trousers.

#

Tire Retreading Increases: Tire retreading and re-capping is again on the increase, according to James J. Newman, vice president of The B. F. Goodrich Company. He states that it has more than doubled since 1941, not counting the war years when it reached a record high because of tire rationing. The trend will, however, be limited because of a recent Government order restricting the consumption of new rubber.

#

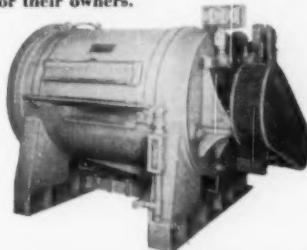
Virginia Board Reports on Safety: According to a statement by R. W. Billingsley, secretary of the Virginia State Dry Cleaners Board, property damage of \$2,750,000 was caused during the past 12 years by explosions and fires in drycleaning plants not subject to its safety regulations. Under the Dry Cleaning Act passed in 1938, drycleaning plants then in existence were able to obtain licenses without meeting the board's safety regulations.

On the other hand, Mr. Billingsley reported, during the same period there were no such accidents in plants complying with the board's safety standards. He pointed

Simplify and SAVE!

UP TO 50% WITH
WASHEX
the PROVEN COMBINATION
WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of two machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of more than 50%!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

**FABRIC LAUNDRY AND DRY CLEANING
MACHINERY CORP.**

192 Bunker Street

Brooklyn 22, N. Y.



NATION WIDE Sales and Service



Full-speed ahead America . . . and Viking is leading the way. Distributors are strategically located in every important production center of the nation—Sales and Service Offices blanket the country.

With the most complete line of rotary pumps in the world, Viking is prepared to serve you with the right answer to your pumping problem.



MAJOR MANUFACTURERS
Representatives

For a copy of free bulletin 802Q
(Pumps for dry cleaning applications)
and the name of your nearest distributor, write today. No obligation.

Viking PUMP COMPANY
Cedar Falls, Iowa

"Rely on Reliable" for . . . Fur Cleaning & Storage Equipment!

- FINEER ENGINEERING
- MORE MODERN MACHINERY
- THE LATEST IMPROVEMENTS
- ECONOMICAL PLANNING
- GREATER FLEXIBILITY
- MORE YEARS of EXPERIENCE

WE ARE "FIRST with the FIRST" from PACKAGE UNIT VAULT CONDITIONERS to every type of FUR Cleaning and FUR Storage Equipment to fit your needs.

CLIP OUT	•	ATTACH TO YOUR LETTERHEAD	•	MAIL
<p>Yes, Reliable,</p> <p>I want to know about . . .</p> <p>For CLEANING <input type="checkbox"/> Fur STORAGE <input type="checkbox"/> Lusterette (for portable Fur Ironing) <input type="checkbox"/> Lustre-Matic (for mass production Fur Glazing & Electrifying) <input type="checkbox"/></p> <p>Name _____</p> <p>Address _____</p>				

Reliable Fur Storage Equipment Co.

Division of

RELIABLE MACHINE WORKS, Inc.

230-240 Eagle St.

Brooklyn 22, N. Y.

LEARN TAILORING In One of the Finest Tailoring Schools in America

Courses include fashion illustration, pattern-making, designing, making of men's, women's, and children's garments, alterations, and repairs. Courses may be varied to suit individual needs.



Courses approved by the Penna. Bureau of Rehabilitation, Penna. Dept. of Public Instruction and the V. A.

Special Attention Given to the Handicapped

Write for free Tailoring Booklet No. 3

EMPIRE INSTITUTE OF TAILORING
422 East Fifth Street, Hazleton, Pa., Phone 302

out that most of the exempted plants maintain standards equal to those set up by the board, and that only a few were responsible for the accidents.

#

Discriminatory Tax: The assistant attorney general of Kentucky recently stated that a city cannot put a heavier tax on out-of-town cleaners than it does on local firms. The opinion was an answer to an inquiry about an ordinance passed in 1947 in Frankfort, Kentucky, taxing resident cleaners \$50 a year and non-resident cleaners soliciting business in the city \$400.

Assistant Attorney General Williams said the ordinance was invalid because it is "discriminatory and lacking in uniformity," and cited several court of appeals decisions bearing on similar taxes.

#

Labor Market Trend: New York State Employment Service offices have been instructed to give defense industry priority in referring workers, wherever labor shortages develop. A recent report from the Division of Placement and Unemployment Insurance of that state shows shortages of skilled workers and rapid depletion of labor reserves. It states that employers are beginning to relax hiring standards, particularly in age requirements.

According to State Industrial Commissioner Corsi, the employment boom was caused by activity of civilian industry to build stockpiles but manpower demands of defense industry are expected to increase rapidly.

#

Drycleaning Talk Reprinted: The paper on drycleaning processes which was delivered by George P. Fulton, director of research of the National Institute, at a meeting last winter of the American Association of Textile Technologists, was printed in the September issue of the *Canadian Textile Journal*. An editor's note called attention to the fact that textile manufacturers, while concerned about fabric performance in wear, know little about wet and drycleaning—a lack which Mr. Fulton's article was designed to remedy.

#

Testing Meeting: The NICD was represented by Dr. James C. Alexander at the semi-annual meeting of the D-13 committee of the American Society of Testing Materials, held October 18-20 in New York. The D-13 committee discussed subjects related to textiles.

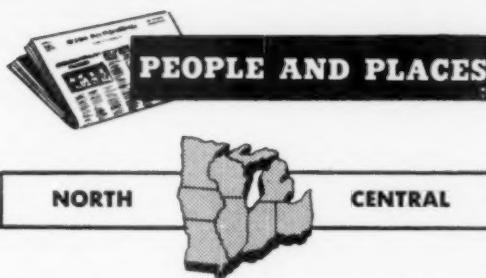
GROSS STAR
aluminum GRID PLATES
AVOID SHINE GIVE BETTER FINISH

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

Up to 40"	\$14.85
mushroom	11.00
over 40"	19.25

from your Jobber

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.



Rock Falls (Ill.) Cleaners has moved to its newly constructed plant at 323 First Ave. Ferrara's Cleaners, West Main Ext., Kent, Ohio, has opened a branch at 425 W. Main St., Ravenna.

A new addition has been built and new cleaning equipment installed at Wardrobe Cleaners, Hillsboro, Wis., by the owners, George and Elaine Ward.

John and Joe Stasny have moved Stasny's Dry Cleaning to a new location on Wall St., Jefferson, Ohio, and installed new cleaning machinery.

W. G. McDonald has opened Mac's Cleaners on Highway 66, Waynesville, Mo.

Aero Cleaners has been opened at Shelby St. and Lexington Ave., Indianapolis, Ind.

Waterford (Mich.) Cleaners has been sold by Mr. and Mrs. Eugene Allan to Mr. and Mrs. Stephen Greene.

Bystols Cleaners, Newton, Iowa, has been purchased by Gale D. McGehee.

F. J. and E. L. Heitzman have opened a new drycleaning plant at 9834 Lyndale Ave., S., Richfield, Minn.

Cadillac Cleaners was recently incorporated at Chicago, Ill., by Ralph and Fannie Perelut and Sidney Kay.

Orchids were given to the first thousand customers at the formal opening of the new branch store of Davis Cleaners at 107 S. Ninth St., Columbia, Mo.

Rain Tree Cleaners has been established by Margaret McIntire at New Harmony, Ind.

Master Cleaners has been opened at 620 S. Church, Ottumwa, Iowa, by NICD graduate L. E. McCutcheon.

Commercial Cleaners has been opened on Arch St., Atlanta, Ga., by Leon Ketchum.

New finishing equipment has been installed by owner Monte Bennett at Olney (Ill.) Cleaners, 408 E. Main St.

Monte Wyckoff Dry Cleaning Co. has moved to larger quarters at 118 Cedar St., Elyria, Ohio.

L. E. Keller has moved Bond Cleaners Co. to a new location at 4746 Virginia Ave., St. Louis, Mo.

F & M Cleaners, Tinley Park, Ill., has completed installation of drycleaning equipment.

"I SAVED OVER \$5,000 LAST YEAR WITH MY CONTIN-U-RAIL SYSTEM!"

Says Charles A. Schapiro, Owner
Taft CLEANERS, Newark, N. J.

Contin-U-Rail
OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS
IT'S THIS EASY:

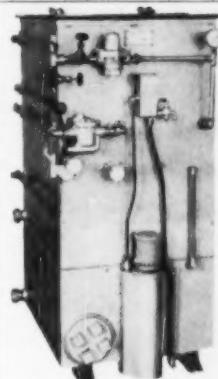
- We provide the inexpensive patented fittings . . . priced as low as 75¢ each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

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Free planning service! A

White MACHINE COMPANY —
104 Livingston St., Newark 3, N. J.



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FOR THE CLEANER WHO HAS NO STILL

Keep Solvent Crystal Clean . . . Do A Better Cleaning Job . . . Save Time And Money With



PERCHLORETHYLENE STILL

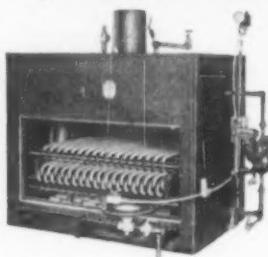
Modernize your equipment . . . enjoy the cleaning efficiency you've always wanted. The COLUMBIA Perchloroethylene Still is engineered for YOU . . . no installation problem . . . set it next to your cleaning unit and a few simple connections give you continuous, automatic distillation . . . crystal clean solvent with no loss of solvent. The COLUMBIA Still has 40 gal. storage tank for dirty solvent and 40 gal. tank for distilled solvent. Write for complete information . . . you'll be amazed how easily you can obtain this important aid to bigger profits.

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PARKER INDUSTRIAL BOILERS

The Greatest Dollar Value On The Market

Lower Initial Cost—Lower Maintenance Costs—Greater Ease of Operation—Greater Dependability



The sensational new Model 50, designed especially for cleaning and laundry plants is the greatest advance in boiler design in the last decade. Many outstanding features are low initial cost—inexpensive to install—low operating cost. Completely safe — simple to operate—dependable. Easily cleaned — complete accessibility — long

life. Manufactured in gas and oil, sizes 4½ to 100 H.P., A.S.M.E.

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SID E. PARKER BOILER MFG. CO.

Incorporated

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a faster...a cleaner...
a BETTER wash

WITH THIS NEW MODEL

MILNOR STAINLESS STEEL WASHER

A rugged, all stainless-steel washer designed to gain high efficiency improved features.

FULL 30" DIAMETER CYLINDER contoured to a gentle squeezing and lifting action as defined.

4½" RIBS on increase in height to create more and better turbulence.

THREE STAGE V-BELT DRIVE MOTOR OVERLOAD PROTECTION HEAT TREATED GLASS DOOR LARGE DIAL THERMOMETER

Available in two speed models with full 25 and 50 pound capacities, the MILNOR STAINLESS STEEL WASHERS are the answer to your problems of more economical operation, longer equipment life, a BETTER wash! Install them in your plant today.



Write for detailed illustrated catalog.

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

The Bertsch Rug Wringer

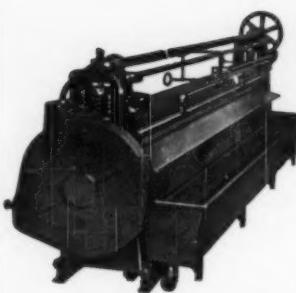
REDUCES

Labor 70%
Power 75%
Dry Room Heat 80%
Water use 75%

FACTS

Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

CAMBRIDGE CITY
• INDIANA •



BERTSCH & CO.

Jerry H. von Falkenstein has purchased the interest of his man Cleaners, Branson, Mo., to former partner, John F. Ritchie, to Elven Akers, who has renamed the business Akers Cleaners, Park St., Milton, Wis.

Artesian Cleaners, 165 E. Morgan St., Martinsville, Ind., has been purchased by Joe Wall from Mrs. Elmer E. Clark and her daughter, Mrs. Faye Boyer, who had operated the business since the death of her father in 1938.

Ralph's Cleaners has been opened by Ralph Dieterich at Excelsior, Minn.

Stanley Cleaners, Okawville, Ill., has been sold by Mr. and Mrs. William Collom to Mr. and Mrs. Lee Hill. Mr. Collom has been ordered to active duty in the air force.

The drycleaning plant at 1200 37th Ave. N., Minneapolis, Minn., has been taken over by Ewald and Bob Berglund.

Frank Scholar, proprietor of Superior Cleaners and Tailors,

5605 Seventh Ave., Kenosha, Wis., has announced installation of new cleaning equipment.

Beacon Cleaners, 6729 W. Ogden Ave., Berwyn, Ill., has been incorporated by Irvin and Sylvia Bucek and Victor Conforti.

Nu-Way Cleaners, Cameron, Mo., has added new finishing and hat cleaning equipment.

Cottage Cleaners, Forest Lake, Minn., has been sold by Stuart Kelly to Mr. and Mrs. Vern Carlson.

Olympic Cleaners has been incorporated at 157 Douglas Ave., Elgin, Ill., by Myer Lipman, Philip Altbach and William M. Exley.



"WHITER THAN DRIVEN SNOW" is drive-in of Artistic Cleaners, East Gary, Ind. Note firm symbol repeated on side wall and in window.

offer... insured Moth-San

Mothproofing
AT NO EXTRA COST

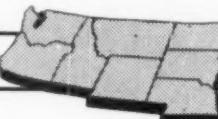
SOLD ONLY BY

HUNTINGTON LABORATORIES, INC.
Huntington, Ind. • Toronto, Canada

MOTH-SAN

Charm Cleaners, 3322 W. 63rd, Chicago, Ill., recently held a three-day grand opening. Mrs. Fay Wright to G. M. Henry Chudzik is the owner Thurston and his son, Virgil Thurston.

NORTH



WEST

R & M Cleaners has been opened on Owen Ave., Rockaway, Ore.

Dupont Cleaners has been opened by Charles I. Dickinson in a newly constructed and equipped plant on Highway 99, Bellingham, Wash.

Central Point (Ore.) Cleaners, Pine St., has been sold by Mr. and Mrs. Pellet to Mr. and Mrs. Charles Novosad and Mr. and Mrs. James Rhoades.

Frank H. Wonser has purchased the half interest of Marion E. Cady in City Cleaners and Dryers, 1032 Wall, Bend, Ore., and will be sole owner.

SOUTH

WEST

Frick Cleaners, Lyons, Kans., has been purchased by Glen Shepherd from Ollie Frick.

Building damage estimated at \$900 was caused by a fire at Rigby Cleaners, Thomas, Okla. The plant had recently been purchased by Erva McDonald, who stated that garments were not damaged.

James P. Boyd has been granted permission to establish a dry-cleaning plant on N. Monterey, Gilroy, Cal.

Byron W. McWorter, owner of Colorado Cleaners, Boulder, Colo., has announced establishment of a branch at 1034 13th St.

Dalton Cleaners, Goldthwaite, Tex., has been leased by Larry Dalton to Mitch Miles. Mr. Dalton was expecting a recall to military service.

Installation of new finishing equipment has been announced by William B. Livingston, owner of Garnett (Kans.) Cleaners.

the Season's Greetings



... from the manufacturers of

The WESTERN LINE

EXTRACTORS

LAUNDRY WASHERS



DRY CLEANING WASHERS

COMPLETE DRY CLEANING PLANT

Western
Laundry Machinery Company
North Kansas City, Mo.

**DAHLBERG'S
NEW POWER
DRIVEN REVOLVING
GARMENT CONVEYOR**

Carries garments smoothly throughout the plant . . . around curves . . . up stairs or down. Easy to install. Assures cleaning plants greater efficiency . . . capacity and profits.



**Also
DAHLBERG'S SLICK RAIL FITTINGS**

Easy to install! No welding necessary! They form perfect flush joints. Hooks which are easily installed from ceiling or walls. With the use of our switches, gates, breaks, drop-offs, examiners, and common ½-inch pipe, you can have a very efficient, satisfactory slick rail system.

Construct it yourself! No need to shut down plant. No costly installation.

Patents applied for.

DAHLBERG MACHINERY CO.

918 East Superior St., Duluth 2, Minn.

**BLANKETMASTER**

Blanket Washing Machine
for quality blanket wash-
ing with no shrinkage.

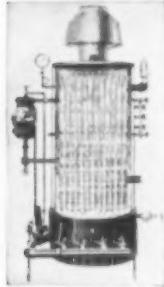
Write for Bulletin 690

SQUAREWAY

Curtain and Blanket
Stretcher for quick, ac-
curate drying of curtains
and blankets.

Write for Bulletin 206

A DEPENDABLE SOURCE OF CLEAN, AUTOMATIC STEAM



The KANE Boiler,
built to A.S.M.E.
specifications. In
sizes to 30 H.P.

The M-K-O Automatic
Boiler Feed returns con-
dense and supplies
small quantities of hot
water as needed to the
KANE Boiler.

ENGINEERED STEAM AT ITS BEST

MEARS-KANE-O'FELDT
INC.
CHURCH ROAD, EAST OF CROOKED LANE, UPPER MERION, PA.
FOUR DECADES OF AUTOMATIC GAS-FIRED BOILER MANUFACTURING EXPERIENCE.



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now serve you from
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JANET pressed ties are beautifully finished as fast as 100 ties per hour. Their smooth round edges and soft finish will please your customer every time. Easy to install and operate too.

JANET GLOVE FORMS

The new JANET electric or steam heated glove forms are available for both ladies' and men's gloves.

SHEDLOV-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minn.

Hamlin Cleaners has been moved by Bob and Bill Hamlin to a newly constructed plant on Golden Gate Way, Lafayette, Cal. New equipment was also installed.

Space in the new Preston Shopping Center, Preston Rd. and Northwest Highway, Dallas, Tex., has been rented by Zenith Cleaners.

Luster Lux Sanitone Cleaners and Tailors has opened a new addition adjacent to its plant at 126 W. Eighth St., Junction City, Kans. The plant is owned by Raymond Brown.

Elite Cleaners and Laundry, Sayre, Okla., has installed new laundry equipment, it was announced by owners Gerald and Gladys Johnson.

Oaks Cleaners, Thousand Oaks, Cal., has been purchased by Mrs. May G. Parker.

Earl Day has announced installation of new cleaning equipment at Day's Cleaners, Montrose, Colo.

A drycleaning business has been established at Happy, Tex., by Mr. and Mrs. James Creed Smith.

Park Cleaners has moved to a new drycleaning plant and storage vault at 1501 N. Washington, Junction City, Kans. The plant has also been re-equipped, owner C. J. Haas reported.

LeRoy Dixon has taken over operation of Jay (Okla.) Cleaners.

Minter Dry Cleaners, formerly at 910 Whittier Blvd., Montebello, Cal., has moved to larger quarters across the street and added new equipment.

Established 31 years in Sweetwater, Tex., Globe Cleaners, 304 E. Third St., was recently remodeled and new equipment installed. The business is owned by Mr. and Mrs. James O. Watson and Moye A. Smith.

A MERRY
CHRISTMAS
FROM
MAR-MAK

**MAR-MAK Rug Machinery
Manufacturing Co.**
626 North Logan Ave. Danville, Illinois

LOST MARKING TAGS MEAN LOST GARMENTS



Marking tags becoming detached from garments can be a problem... but not if you are using Arma Daily Delivery Marking Tags. These tags are made to withstand the rough handling that garments must sometimes absorb in the processing procedure. Increased strength of tag material, plus the fact that the tag is designed with the one-piece fastener as an integral part of the unit, combine to give the drycleaner and laundromat a marking tag that meets all the requirements of plant processing.

Contact your jobber today—samples on request.

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.



We—at RESILLO—Join With Free Men All Over the World in the Fervent Wish That the New Year Will Bring A Full and Lasting Peace, Health and Happiness To Everyone Everywhere.

RESILLO COMPANY •

2328 W. NELSON

CHICAGO, ILL.

A drive-in plant is being built Garden State Dry Cleaners was by Capitol Valet Cleaners, Hoboken and Union City, N. J., Bertacchi and Anthony Fiore in on Willow Ave. near 18th St., a newly completed plant on Sunamer Rd., Minotola, N. J.

Paramount Dry Cleaning, Abe and Saul Wingert have Princeton, W. Va., has been filed a certificate for the consold by Henry Osborne to duct of Super Quality Cleaning Donzie Kessenger and S. J. Company, 3613 Walnut St., Kassay.

SOUTH

EAST



D. D. Carry has opened Ocean ers, has moved to a new plant City Cleaners and Laundry in on N. Pear St. a new plant at 200 N. E. Third Ave., Delray Beach, Fla.

Kleenrite Cleaners has been opened by Mr. and Mrs. Max Norris in a newly constructed plant at 103 E. Dakin St., Kissimmee, Fla.

Norris Cleaners has been opened by Mr. and Mrs. Max Norris in a newly constructed plant at 103 E. Dakin St., Kissimmee, Fla.

A new drycleaning plant has been established at 2600 N. Main St., Anderson, S. C., by Mr. and Mrs. Sam Hamlet.

A. L. Register, proprietor of Blountstown (Fla.) Dry Clean-

ers, has moved to a new plant on N. Pear St.

Kleenrite Cleaners has been opened at Tarrant, Ala., by Carmen L. Jones.

Owner Reid Hansford has announced a change in the name of Parker's Dry Cleaners, 12 S. First St., Lake Wales, Fla., to Reid's Cleaners.

Milbren's Dry Cleaners, Charleston, S. C., has opened a branch at 324 E. Bay St. It is planned to move the entire plant to that location and install new equipment.

OBITUARIES

Wesley Embree, 69, proprietor of a drycleaning establishment at Morenci, Arizona, died recently after a brief illness. He is survived by his wife.

John C. Fleming, 46, owner of Butler Dry Cleaning Co., Hamilton, Ohio, died October 14. He is survived by his wife, two daughters and six sisters.

Joseph Goldberg, 69, proprietor of Klean Rite Dry Cleaning Co., Batavia, New York, died October 25 after an illness of several months. A native of Poland, Mr. Goldberg had been in the drycleaning business in

**New
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New and Factory Re-built Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY
NEW YORK - 3

Batavia for 43 years. He is survived by his widow, four daughters, a son and a brother.

Abraham Grossman, 51, president of the Dollar Dry Cleaning Company of Rochester, New York, until its recent sale, died recently of carbon monoxide poisoning. He was a member of Elks, Flower City Lodge, F & AM, Rochester Consistory, Damascus Temple of the Shrine, JYMWA and B'nai B'rith. Mr. Grossman is survived by his wife, a daughter, three brothers and a sister.

John H. Gum, 39, operator of the J. Gum cleaning establishments in Granite City and Madison, Illinois, died recently after a lengthy illness. He was a member of the Elks Lodge. He is survived by his widow, three sons and six sisters.

H. D. Maxwell, 57, owner of H. D. Maxwell Cleaning Company, Clarksburg, West Virginia, died recently following a heart attack. A veteran of World War I, Mr. Maxwell was a member of the American Legion, BPOE, and AF and AM. He is survived by his wife, two sons, three brothers and two sisters.

Alexis Eugene Poulin, 80, president of Paris Cleaners & Dyers of Dallas, Texas, died November 2. Mr. Poulin was born in France. He is survived by his wife and a brother.

Morris Sussman, 53, co-founder with his brother, Samuel Sussman, of Stanley Stores, Inc., in the metropolitan New York area, died October 18 at his home in New Rochelle, New York. He is survived by his wife, a daughter, a son, a sister and two other brothers.



December 3—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.
December 6 and 7—South Carolina Association of Launderers & Cleaners, Annual Convention, Poinsett Hotel, Greenville.

For December, 1950

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do smoothness and lightness appeal?



Dry Cleaners' Special

then let's talk about

LANE Canvas Trucks

Duck woven on our own looms.
Extra smooth to avoid abrasion.
No splinters to damage garments.

Ask your supply-man

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W. T. LANE & BROS., Inc.
Manufacturers
Poughkeepsie, N. Y.

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"HI-SPEED" RAIL
FITTINGS**

Cost as LOW as 77¢ per ft.

It takes so little time to erect a "HI-SPEED" Rail System using TIME SAVERS' fittings and your own $\frac{3}{4}$ " pipe . . . there is no threading, tapping, welding or machining . . . and we will help you plan a system fitted to your needs at no cost to you.

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MONEY-SAVER SUSPENSION SET: Adjustable Clamp, Rail Hook and Cradle \$2.45

TIME \$AVERS
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The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

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PANTS POCKETING

TRY IT! REPAIR DEPARTMENTS THAT USE IT
CLAIM NOTHING COMPARES WITH IT!

- ★ ELIMINATES WASTE
- ★ SAVES CUTTING TIME
- ★ CUT & FOLDED TO RIGHT WIDTH

3 kinds . . . Ivory white, Pearl gray, Canvas twill
\$3.95 per 10 yard spool.

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A complete line of presses
with all steel construction
and six exclusive mechanical
features that will save you
time and money.

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MARCH OF DIMES



JANUARY 15-31

More money is used in long-term
treatment of polio's crippling after-
effects than in fighting an epidemic.
After three straight years of high
polio incidence, the National Foundation
for Infantile Paralysis must
have increased funds to meet in-
creased needs.

Give to the 1951 MARCH OF DIMES
January 15-31



sunbeam automatic CLOTHES LIFT KEEPS GARMENTS AT COMFORTABLE WORKING LEVEL

- Automatically lowers and raises load into and out of basket
- Automatically adjusts weight of load, silk, wool or mixed
- Liner fits over platform, garments can't get pinched or lost
- Fits into any aisle-basket or platform type
- Amazing production speed-up, save hours, dollars and temps
- Low-cost, lifetime-lasting—you'll want one for every basket in your plant.

write today **CLEANERS SPECIALTIES SUPPLIES CO.**
6615 N. Fairfield Ave., Chicago 45, Ill.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

January 13, 14 and 15—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Detroit, Michigan.

January 19, 20 and 21—Michigan State Association of Cleaners & Dyers, Annual Convention, Detroit-Leland Hotel, Detroit.

January 27, 28 and 29—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

February 10 and 11—Oklahoma State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Oklahoma City.

February 21 and 22—North Carolina Association of Launderers and Cleaners, Annual Convention, Charlotte Hotel, Charlotte.

February 26 and 27—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

March 28 and 29—Georgia Laundry and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

April 11 and 12—Texas Laundry & Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Annual Convention, Rice Hotel, Houston, Texas.

April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and Laundry & Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

June 6, 7, 8 and 9—California Drycleaners Association, Annual Convention, San Francisco.

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Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

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LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

ALBUQUERQUE, N. MEX., ESTABLISHED DRYCLEANING BUSINESS. PRICE REDUCED due to family reasons. 2 Petroleum Solvent Units and 1 Synthetic unit, 4 presses, 2 tippers, 15 horse boilers, 3 tumblers, 1949 Chevrolet truck and miscellaneous equipment all for \$15,000. Cannot be duplicated for twice that. Terms. Favorable lease. Paul Billingham, Realtor, 2929 Monte Vista Blvd., Albuquerque, N. Mex. 3793-2

For Sale: Complete newly equipped modern Synthetic Drycleaning Plant doing \$33,000 a year. Building recently remodeled located on Main Street. Will lease building for long term. Located in Washington, Indiana. See or write Frank M. Donaldson, 11 North East Fourth Street, Washington, Indiana. 3808-2

DRYCLEANING PLANT—long established in Oakland, California. 1950 appraisal of machinery and buildings: \$99,000. Eighty percent of business is retail, top prices. Sales above \$100,000 per year. If you are interested in security with large earnings, investigate this. Substantial down-payment required. If prospective buyer can show conclusive evidence as to honesty and business ability, will give a long-term contract on balance, which can be paid out of earnings. Do not reply unless responsible. ADDRESS: Box 3811, NATIONAL CLEANER & DYER. -2

CLEANING AND DYEING PLANT, 6,000 square feet floor space, 3 full lots, **CHOICE LOCATION** in **LITTLE ROCK, ARKANSAS**. \$85,000 Annual business. This Solvent Plant only 3 years old. Gross equipment 80% Cash and Carry—Ideal setup for laundry or washateria. **FOR QUICK SALE** \$60,000. Property value \$40,000—business and equipment \$20,000. Ralph Milholand, 4106 W. Markham, Little Rock, Arkansas. 3827-2

DRYCLEANING PLANT IN NEW YORK TOWN of 1800 population. Doing \$700 to \$1,000 weekly volume with room for expansion. Out of town competition only. Selling to dissolve partnership. Exceptional buy. Terms. ADDRESS: Box 3837, NATIONAL CLEANER & DYER. -2

MODERN FULLY EQUIPPED SOLVENT PLANT three years old. Excellent location. Prices \$1 up. Gross \$800 to \$1,200 weekly. Priced right. For details—421 Belvedere Road, West Palm Beach, Florida. 3838-2

VERY MODERN DRYCLEANING PLANT DOING BIG BUSINESS. BEST BUY IN THE WEST. PRICE \$25,000 CASH. ADDRESS: Box 3839, NATIONAL CLEANER & DYER. -2

ALL NEW MODERN DRYCLEANING PLANT, WILL DO ABOUT \$60,000 VOLUME THIS YEAR. LOCATED IN ARIZONA. PRICE \$30,000. TERMS TO THE RIGHT MAN. ADDRESS: Box 3840, NATIONAL CLEANER & DYER. -2

PLANT—DRIVE-IN—SOLVENT. Yearly receipts \$70,000—50% over the counter. Due to illness will sacrifice at cost; new building; new equipment. Best location in Pittsburgh area. Write: Cleaner, 945 Ohio River Blvd., Avalon, Pa. 3857-2

Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

A modern Drycleaning Drive-In for sale, very reasonable, in Maryland, near the largest air station in the U.S.A., over 10,000 people. Nearest city is Washington, D. C., which is 70 miles away. All new equipment, doing a good volume. Right party can easily double present volume. Rent \$100 per month for 30'x75' concrete building, well ventilated. Will be shown by appointment only. Maggard—124 Lincoln Street, Garden City, N. Y. 3863-2

Drycleaning Plant (Solvent) consisting of 3 stores, 4 trucks, cold storage vault, all new equipment. All retail business, good prices, established 1919. Volume of business over \$110,000. Will sacrifice on account of health. Apply Skulte's Cleaners, Lambertville, N. J. 3864-2

VOLUME SOLVENT CLEANING PLANT INCLUDING SYNTHETIC UNIT FOR our own VALET SERVICE, RUG and SHIRT LAUNDRY IN WISCONSIN INDUSTRIAL CITY of 40,000 population; 2 offices, 6 routes covering 75-mile radius; 80% equipment 3 years old; 13,000 square feet finishing space; 1949 volume \$130,000, net 20%; \$1.25 prices with all local cleaners anticipating raise to \$1.50 within thirty days. Plant can handle \$200,000 volume. **FOR IMMEDIATE SALE A BARGAIN AT \$70,000.** Low, long-lease rental with sale option on our building. Must sell by Dec. 15th; owner leaving state because of other business. ADDRESS: Box 3865, NATIONAL CLEANER & DYER. -2

ILLINOIS SOLVENT PLANT \$25,000 retail, \$10,000 wholesale. Established 25 years, good equipment, fur vault. No reasonable offer refused. \$13,000. Must sell. Uptown Cleaners, Kewanee, Illinois. 3866-2

Established **DRYCLEANING** and **FUR BUSINESS** including vault. All modern equipment in renovated brick block. Gross business \$75,000. Upper New England Capitol City. ADDRESS: Box 3867, NATIONAL CLEANER & DYER. -2

FOR SALE: CLEANING-LAUNDRY BUSINESS IN MID-WESTERN CITY, \$500,000 ANNUALLY. EQUIPMENT FIRST CLASS. EXCELLENT PROFIT RECORD. PRICE \$200,000 WITH SUBSTANTIAL DOWN-PAYMENT. REAL ESTATE ALSO FOR SALE OR LEASE. IN ANSWERING, GIVE EVIDENCE OF SINCERITY AND ABILITY TO HANDLE DEAL. ADDRESS: Box 3868, NATIONAL CLEANER & DYER. -2

WELL ESTABLISHED SOLVENT PLANT IN PENNSYLVANIA. One of finest and most modern plants in the state. Large up-to-date cold storage vault. Retail only with volume of \$170,000 yearly. Room for expansion, 10 trucks. Owner wishes to retire. Real estate can be bought or leased. Priced to sell quickly. ADDRESS: Box 3869, NATIONAL CLEANER & DYER. -2

In fast growing **PORTLAND, OREGON.** Complete fully equipped Solvent Cleaning Plant, arranged for low overhead operation, doing in excess of \$50,000 with excellent opportunity for increasing business. Illness of owner for two years now forces retirement. Good location with long lease on building. Details on request. Reade M. Ireland, Inc., 217 Seventh Street, Oregon City, Oregon. 3883-2

CLEANING PLANTS FOR SALE (Cont'd)

DRYCLEANING PLANT: Sales \$40,000 year; city 2,700; brick building; two apartments, five rooms each; modern equipped; two trucks; employ twelve; sell with property; price reasonable. Apple Company, Brokers, Cleveland, Ohio. 3884-2

WELL ESTABLISHED MODERN SOLVENT CLEANING PLANT LOCATED IN TOWN OF OVER 50,000 SOUTH CENTRAL MICHIGAN. Plenty of parking for cash-and-carry at intersection of two busy streets leading to populated suburban areas. ADDRESS: Box 3885, NATIONAL CLEANER & DYER. -2

Completely modern, fully equipped Synthetic Plant in prosperous Northern Ohio resort and industrial community of 30,000 population located on Lake Erie. Doing excellent business for over 12 years. Top prices, all work cash-and-carry. Can be operated by two ambitious people; can be easily expanded. All inquiries confidential. ADDRESS: Box 3886, NATIONAL CLEANER & DYER. -2

Retail Synthetic Drycleaning Store 100# unit, fully equipped, in Westchester County. Best location, long lease; 98¢ up, cash-and-carry. Well known in the community. Annual business \$75,000. For more details, write: 78 Lansdown Drive, Larchmont, New York. 3891-2

SMALL NORTHWEST JERSEY TOWN TAILOR AND PRESS SHOP. Established route. Laundry commissions. Living quarters. Reasonably priced. For particulars WRITE: SUPREME CLEANERS, 329 Front St., Belvidere, New Jersey. 3892-2

Drycleaning Plant, retail, in Northern New Jersey. 1950 Mercury unit. 1950 Metro truck. Doing average \$1,000 a week. For sale with building. ADDRESS: Box 3893, NATIONAL CLEANER & DYER. -2

For Sale: **WHOLESALE GARMENT DYEING PLANT** in Pennsylvania. For particulars contact Box 3896, NATIONAL CLEANER & DYER. -2

For Sale: Solvent Plant in Southern California. Doing mostly wholesale. Well equipped and in excellent condition. Price: Twenty-five thousand dollars. Property optional. Terms. ADDRESS: Box 3897, NATIONAL CLEANER & DYER. -2

Petroleum plant, Hoffman. Located Virginia. \$750 weekly. Practically new equipment in excellent condition. Late model trucks, long lease, low taxes. \$18,500. ADDRESS: Box 3898, NATIONAL CLEANER & DYER. -2

For Sale: Or will lease modern old-established cleaning plant doing \$135,000 annually. Located in Illinois. Owner is retiring. ADDRESS: Box 3899, NATIONAL CLEANER & DYER. -2

Drycleaning Plant 40 miles from Baltimore doing volume of \$40,000 to \$60,000 business per year. 4 trucks 1 year old and new equipment in plant. Will sell at great sacrifice and leave ½ money in business at 4%. Rent \$50 per month for plant including 6-room apartment overhead. ADDRESS: Box 3900, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT centrally located in southern West Virginia city. Top quality prices, \$35,000 volume. Long established; \$32,000 includes real estate. Excellent buy. ADDRESS: Box 3904, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

PLANT WANTED: Prices must be \$1.25 or better—\$50,000 to \$100,000 volume. State 1949 volume and net profit. ADDRESS: Box 3861, NATIONAL CLEANER & DYER. -1

Wanted to buy! Drycleaning place, Northeastern states, volume \$700 to \$1,000 per week retail. ADDRESS: Box 3902, NATIONAL CLEANER & DYER. -1

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ATTENTION! I have developed a new concentrated detergent used with petroleum or synthetic solvents. It has proven itself in local plants. I will welcome any good proposition to promote same on a national scale. ADDRESS: Box 3878, NATIONAL CLEANER & DYER. -11

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, Rahns, Pennsylvania. 3635-25

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EXPERIENCED SILK SPOTTER, able to instruct new and old help. **WANTS POSITION IN FLORIDA.** ADDRESS: Box 3833, NATIONAL CLEANER & DYER. -5

SILK SPOTTER interested in steady good paying position with first class retail Petroleum Solvent Plant. Steady, thorough knowledge of entire plant operation. State salary. **ADDRESS: Box 3841, NATIONAL CLEANER & DYER.** -5

SALES EXECUTIVE. 20 years' experience in the Drycleaning and laundry industries, age 39, currently National Sales Manager for large manufacturer. Now seeking opportunity for expanding earning potential. Starting salary expected—\$13,000. **ADDRESS: Box 3851, NATIONAL CLEANER & DYER.** -5

DRAFTED? RETIRING?—Don't feel compelled to sell your cleaning-laundry business! I'll manage for you, and buy a small interest. Twenty years' successful experience. Family man, college educated, business engineering background. Excellent production and sales ability. Prefer New Jersey—Western Connecticut. **ADDRESS: Box 3854, NATIONAL CLEANER & DYER.** -5

Canadian, 25, single, wishes to locate in or near Washington, D. C., 5 years' experience in all departments of drycleaning plant; NCID graduate, at present office and sales manager of plant doing \$125,000 annually. **ADDRESS: Box 3872, NATIONAL CLEANER & DYER.** -5

SUCCESSFUL RETIRED Drycleaning plant owner and operator, thirty-two (32) years' experience; thorough knowledge of all phases of retail and wholesale operations. After three years find too much time on my hands. Would like connection trouble shooting or selling for a live wire organization. Salary secondary to interesting work. Prefer Eastern part of country. Have lived in Florida for past three winters. **ADDRESS: Box 3877, NATIONAL CLEANER & DYER.** -5

SILK SPOTTER, 13 YEARS' EXPERIENCE, graduate of two cleaning and spotting schools. No drinker, family man. **DEPENDABLE**, 36 years old. Wants position as silk spotter in small to medium plant. Will take supervisor or manager position in larger plant. Prefer vicinity of Huntington, West Virginia, or Gallipolis, Ohio. **AVAILABLE AT ONCE.** Will let work speak for itself. **ADDRESS: Box 3890, NATIONAL CLEANER & DYER.** -5

FIRST-CLASS SILK SPOTTER AND CLEANER wants position with reliable concern; 30 years' experience, 12 years with one concern, 8 years as plant superintendent. Age 45. Can furnish the best of references. Write or wire: J. K. Ronie, 310 E. Jackson St., Elkhart, Indiana. 3894-5

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

LEARN CUSTOM TAILORING, alterations, pattern-making, or fashion illustration in 3 months in one of America's finest tailoring schools. Total cost including tuition and supplies \$300. Approved for Vet training. Empire Institute of Tailoring, 422 E. 5th St., Hazleton, Penna. Phone 302. 3671-15

HELP WANTED

FEMALE HELP WANTED: WEAVERS. Nationwide, free placement service. Experienced reweaving and semi-weaving garment damages. Salary \$60 and \$100 for 40-hour week. Amber Weaving Service, 611 Main St., Buffalo, New York. Dept. NCD. 3821-7

SILK SPOTTER WANTED. We have an opening for a qualified silk spotter, familiar with entire plant operations, interested in turning out quality work. Our plant is modern-Petroleum, located in Iowa. Write us giving entire background. Courtesy shown all applicants. ADDRESS: Box 3844, NATIONAL CLEANER & DYER. -7

WORKING SUPERINTENDENT-MANAGER—medium-sized wholesale plant in Chicago. Future for well qualified man. ADDRESS: Box 3895, NATIONAL CLEANER & DYER. -7

Opportunity, South America, for plant manager, experienced, preferably single. Contract, transportation guaranteed. Low expenses, high savings can be banked in U. S. ADDRESS: Box 3903, NATIONAL CLEANER & DYER. -7

Wanted: Experienced cleaning plant superintendent for medium size southern cleaning plant doing exclusively retail work; must be able to turn out a quality job, salary \$100 per week. ADDRESS: Box 3907, NATIONAL CLEANER & DYER. -7

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Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

SALES REPRESENTATIVE: Sell Weaving Course; reweaving wearing apparel to drycleaners, tailors or as small business venture (\$120). National organization. Exclusive territory and effective cooperation from the home office. Amber Weaving Service, 611 Main Street, Buffalo 3, New York. 3822-14

SALESMEN: WE HAVE THREE FAST-MOVING CHEMICAL SPECIALTIES for salesmen calling on Drycleaners. Here is an opportunity to add to your line with three products that will not compete with what you are now handling. These are fast-moving repeat items with repeat commissions, manufactured by leading chemical company. ADDRESS: Box 3824, NATIONAL CLEANER & DYER. -14

Technical Salesmen wanted by manufacturer of drycleaning soaps. Give full background. New England States, Metropolitan New York and New Jersey territories available. High commission against drawing account. ADDRESS: Box 3826, NATIONAL CLEANER & DYER. -14

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MAKE CLOTH COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8

PADS, COVERS, FLANNELS for laundry and drycleaning presses. Write for price list. FRANKLIN TEXTILE MILLS, Dept. N., Franklin Park, Mass. 3127-8

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A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAIL INDEX. ORDER ONE NOW, PRICE \$3.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-8

TALON ZIPPERS for trousers, \$1.80 per doz., lumberjackets, skirts, dresses. TAILOR TRIMMINGS, linings, buttons, pocketing. ALL SEWING ROOM SUPPLIES. NASSAU NOTION-HOUSE, NASSAU, N. Y. 3748-8

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933 AND JULY 2, 1946

(Title 39, United States Code, Section 233)
Of The National Cleaner & Dyer, published monthly at
Lancaster, Pa., for October 1, 1950.

State of New York $\frac{1}{2}$ ss.
County of New York $\frac{1}{2}$ ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Edward B. Wintersteen, who, having been duly sworn according to law, deposes and says that he is the Publisher of The National Cleaner & Dyer and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or triweekly newspaper, the circulation), etc., of the aforementioned publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (section 337, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. The names and addresses of the publisher, editor, managing editor and business manager are:

Publisher, Edward B. Wintersteen, 304 East 45th St., New York 17, N. Y.
Editor, William R. Palmer, 304 E. 45th St., New York 17, N. Y.
Managing Editor, Galina Terr, 304 E. 45th St., New York 17, N. Y.

Business Manager, None

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereafter the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member, must be given.)

The Reuben H. Donnelley Corporation, 336 East 22nd St., Chicago, Ill.

Northern Trust Company, Trustee, Chicago, Illinois.

First National Bank, Trustee, Chicago, Illinois.

Thomas E. Donnelley, Lake Forest, Illinois.

Arthur H. Bamforth, Jenkintown, Pa.

Frank D. Donnelly, Jr., G.D. Agt., Chicago, Illinois.

Curtiss C. Frank, Elgin, Ill.

Raymond M. Gunnison, Pawling, N. Y.

Charles C. Haffner, Jr., et ux, Tr. Chicago, Illinois.

David L. Harrington, Flossmoor, Illinois.

C. O. Lillyblade, Chicago, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom the stock is held; also, the statements in the two paragraphs show the officer's full name, age and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication is sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and tri-weekly newspapers only.)

E. B. WINTERSTEEN.

(Signature of Publisher)

Sworn to and subscribed before me this 22nd day of September, 1950

ANNE L. DeMARINIS

Notary Public, State of New York

No. 41-0914706

Qualified in Queens County

Certificates filed with New York and Queens County Clerks and Registers.

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N.Y. EV-9-6585, has large stock of new and rebuilt equipment
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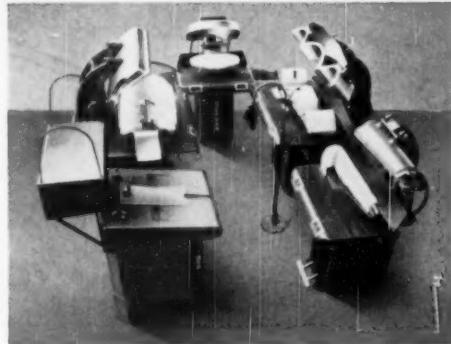


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